



2022 IFA SUMMER BOARD OF DIRECTORS' & FORUM MEETINGS

JUNE 26-28, 2022

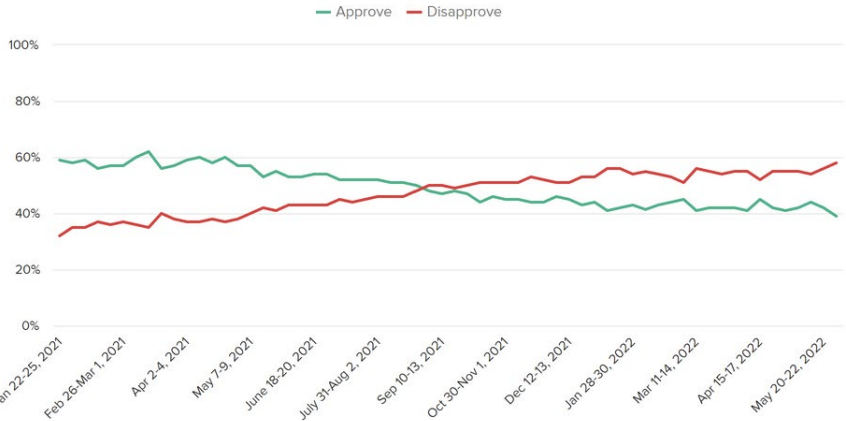


2022 Election Preview
John Murray, Monument Advocacy

An Unpopular President in A Midterm Year

Biden's Approval Rating Reaches New Low

Voters were asked whether they approve or disapprove of President Joe Biden's job performance



MORNING CONSULT | POLITICO

Surveys conducted in 2021 and 2022, among a representative sample of roughly 2,000 registered voters each, with unweighted margins of error of +/-2 percentage points.

58%
DISAPPROVE

39%
APPROVE

26
LOST ON
AVERAGE

U.S. House Net Seat Gain or Loss for President's Party, by Presidential Job Approval Rating

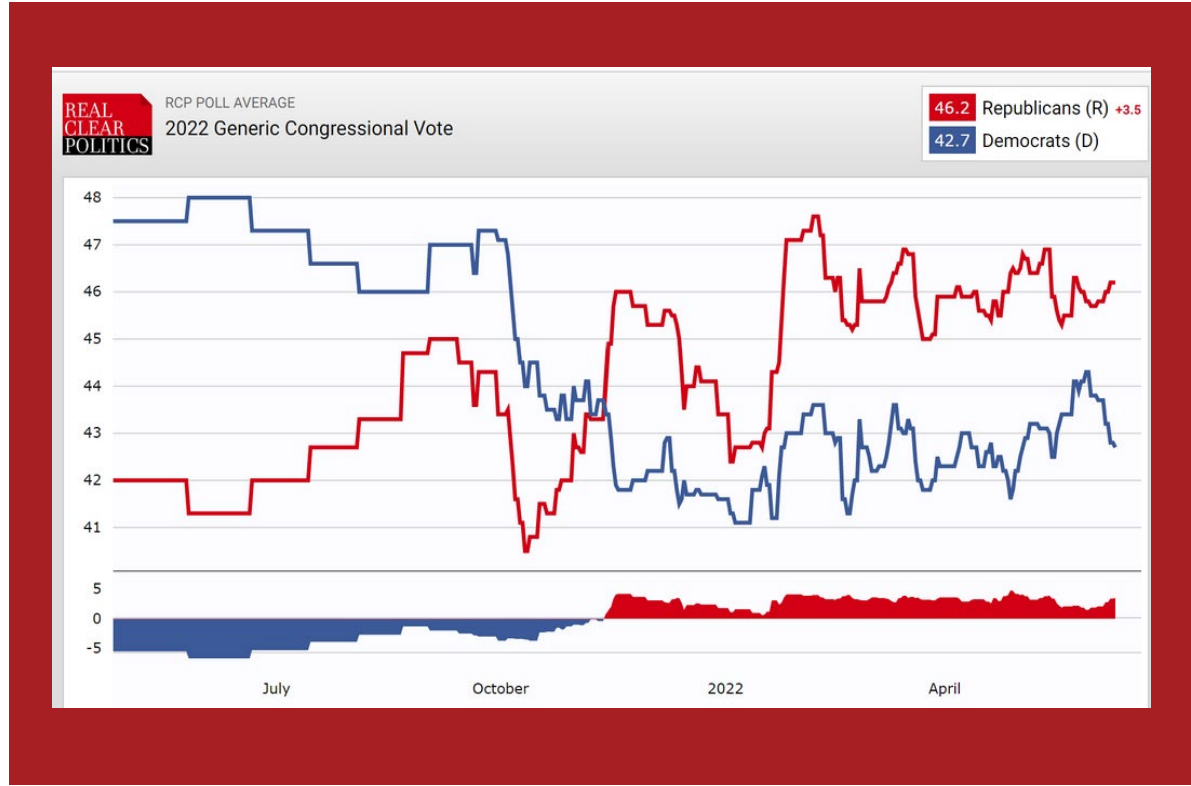
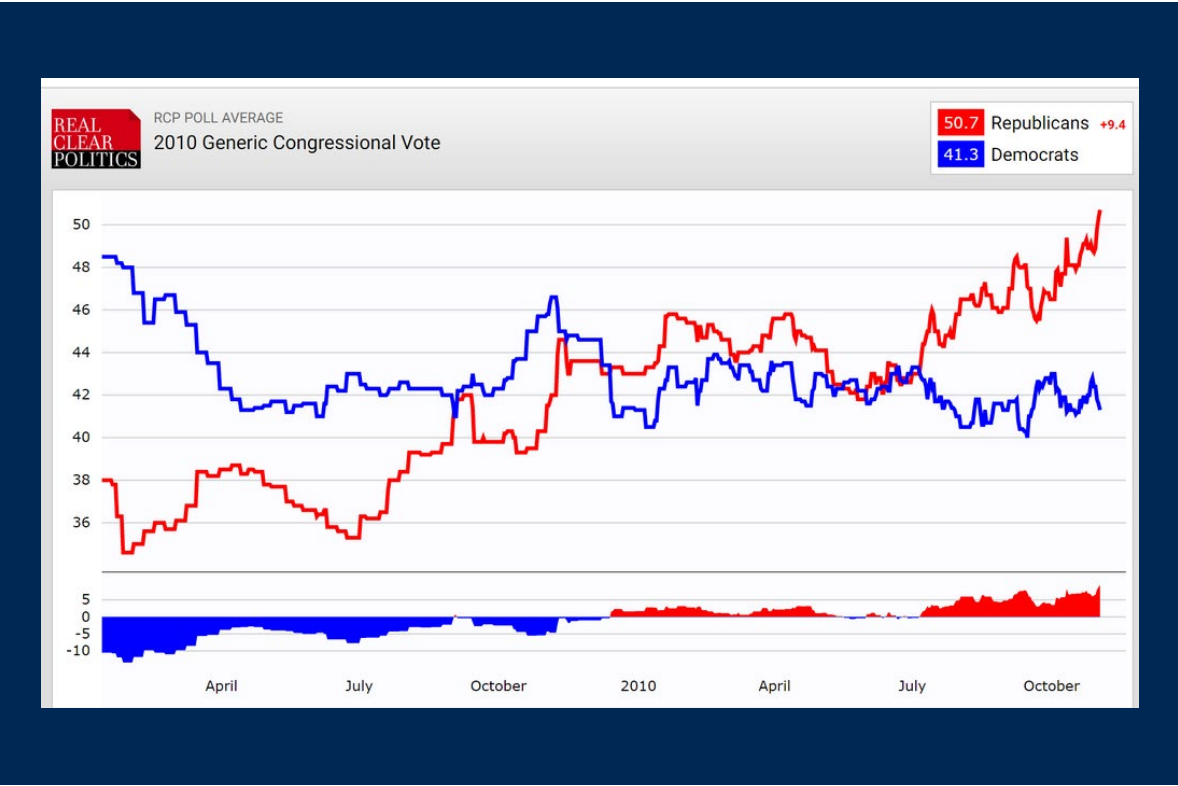
Year	President/Party	% Job approval at midterm	Seat gain/loss for president's party
1998	Clinton/Dem	66	+5
2002	G.W. Bush/Rep	63	+6
1986	Reagan/Rep	63	-5
1962	Kennedy/Dem	61	-4
1954	Eisenhower/Rep	61	-18
1990	G.H.W. Bush/Rep	58	-8
1970	Nixon/Rep	58	-12
1958	Eisenhower/Rep	57	-47
1974	Ford/Rep	54	-43
1978	Carter/Dem	49	-11
1994	Clinton/Dem	46	-53
2010	Obama/Dem	45	-63
2014	Obama/Dem	44	-13
1966	Johnson/Dem	44	-47
1982	Reagan/Rep	42	-28
1950	Truman/Dem	39	-29
2006	G.W. Bush/Rep	38	-30
1946	Truman/Dem	33	-55

Note: Ford took office in August 1974, about three months before the midterm elections, after Nixon resigned. Nixon had a 24% job approval rating when he resigned.

GALLUP

Source: 538 and Gallup

Generic Ballot Comparison: 2010 and 2022

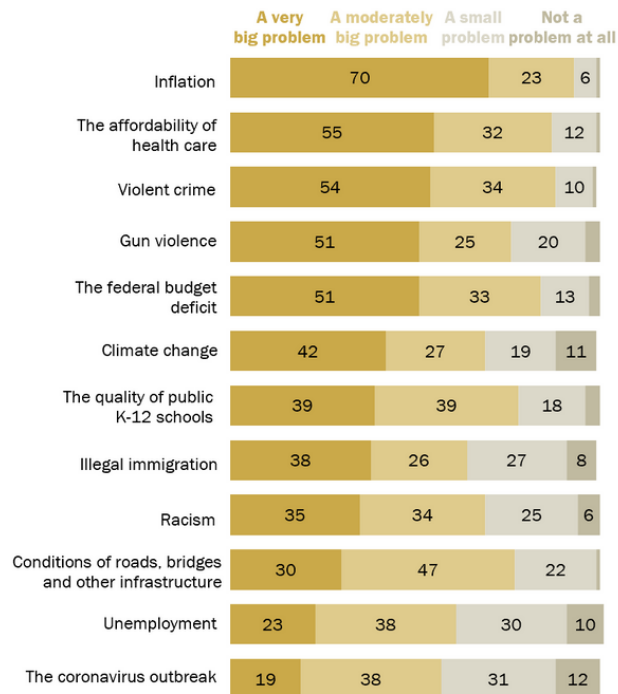


Source: Real Clear Politics

What Voters Say Are the Top Issues For Them

Inflation tops Americans' list of biggest problems facing the country

% who say each of the following is _____ in the country today

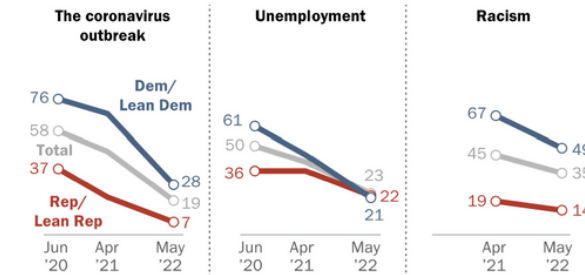


Note: No answer responses not shown.
Source: Survey of U.S. adults conducted April 25-May 1, 2022.

PEW RESEARCH CENTER

Declining shares of Americans view coronavirus, unemployment and racism as very big problems

% who say each of the following is a **very big problem** in the country today



Note: No answer responses not shown.
Source: Survey of U.S. adults conducted April 25-May 1, 2022.

PEW RESEARCH CENTER

- Economy is front and center.
- Crime has shot up the chart.
- Health care still matters - offers Dems a glimmer of hope.
- COVID, racism, employment (2020/21 issues set) has receded as a concern.
- Abortion is wild card.

POLITICO

CALIFORNIA

San Francisco school board members ousted in parental backlash

First returns show that voters overwhelmingly voted "yes" to recall Alison Collins, Gabriela López and Faauuga Moliga, three of the board's seven members.

The New York Times

Voters in San Francisco topple the city's progressive district attorney, Chesa Boudin.

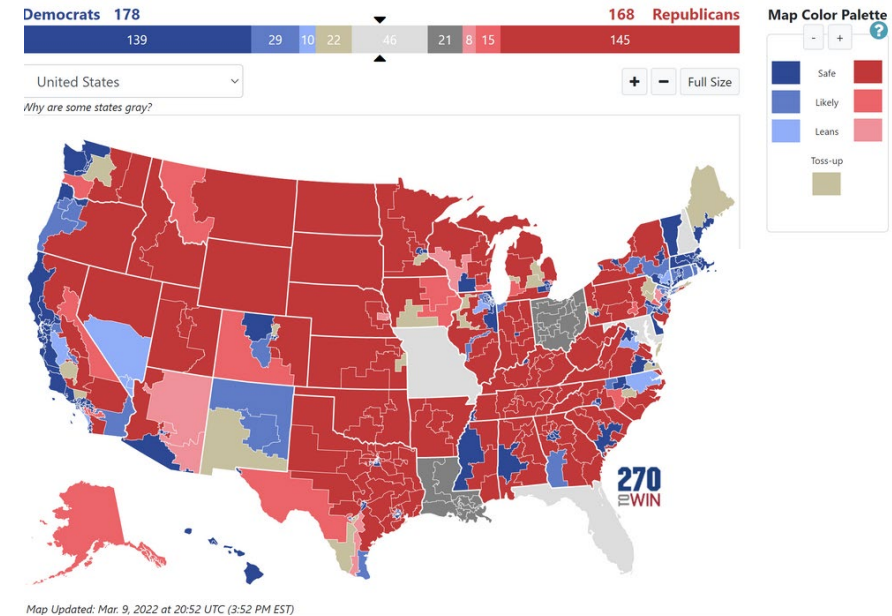
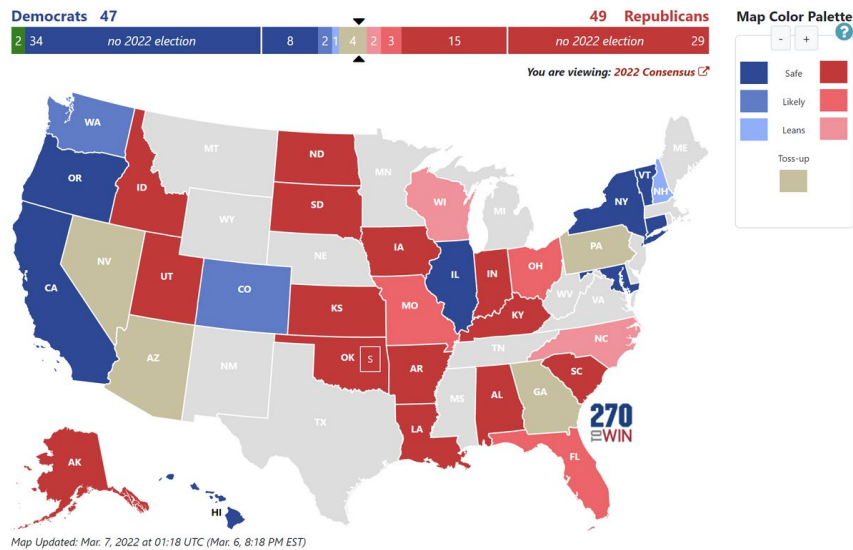
Razor Thin Margins

Senate

50 Dems (caucus) - 50 Reps

House

220 Dems - 208 Reps



Amy Walter
@amyewalter

"Every metric we use to analyze the political environment — the president's approval rating, the mood of the electorate, the enthusiasm gap — all point to huge gains for the GOP this fall. But, those metrics are bumping up against an increasingly 'sorted' House with few marginal seats and few incumbents sitting in the "wrong district." As such, the more likely scenario for this fall is a GOP gain in the 15-25 seat range."

- Democrats have no room for error and lots of vulnerable seats.
- Democrats got a better map than they'd anticipated before the redistricting process.

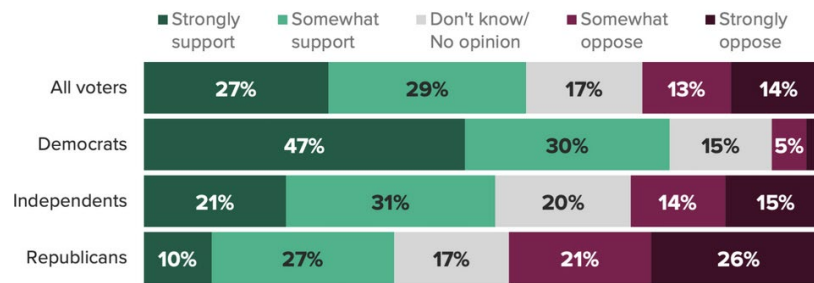
Races to Watch



What Democrats Are Thinking? Pro-Policy or Anti-Extremism

More Than Half of Voters Support the Bipartisan Infrastructure Package

3 in 4 Democrats and nearly 2 in 5 Republicans back the \$1 trillion bill



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Poll conducted Sept. 24-27, 2021, among 1,999 registered voters, with a margin of error of +/-2%. Figures may not add up to 100% due to rounding.



- Democrats face a choice in how to approach a difficult cycle: 1) embrace popular policies that are not well understood 2) frame Republicans as too extreme and beholden to Trump or 3) try for a little of both.

The Democrats' Message

The Reality

Democrats hoped that falling COVID numbers and an improved economy would be enough. But public does not feel any economic weight lifted.

The Build Back Better message - because it was so closely related to unrealized bold policy ambitions - has been tarnished.

7.4 million jobs in the first 13 months of Biden's presidency

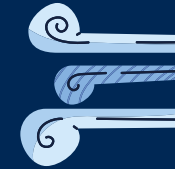
Inflation is at a 40 year high and Americans see it in their daily lives

Democrats have passed bills providing the economy with a key boost during COVID - American Recovery Act, Bipartisan Infrastructure

Democrats' legislative plans on kitchen table issues - child care, prescription drugs, health care, family leave have all been blocked

Republicans are beholden to Donald Trump and represent a threat to Democracy

Trump himself is not on the ballot



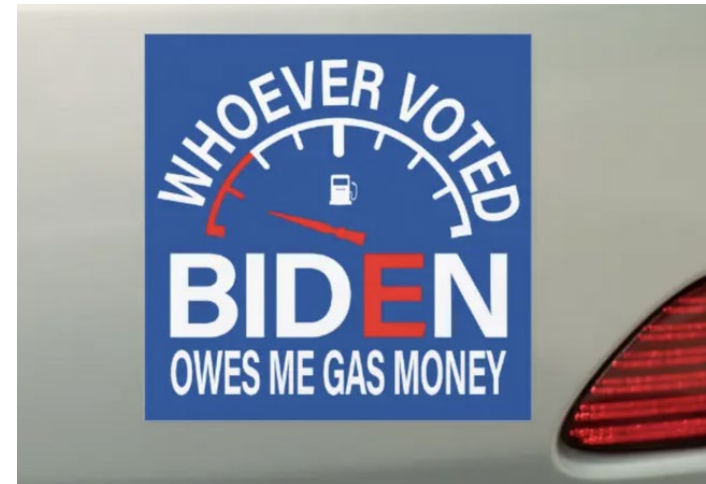
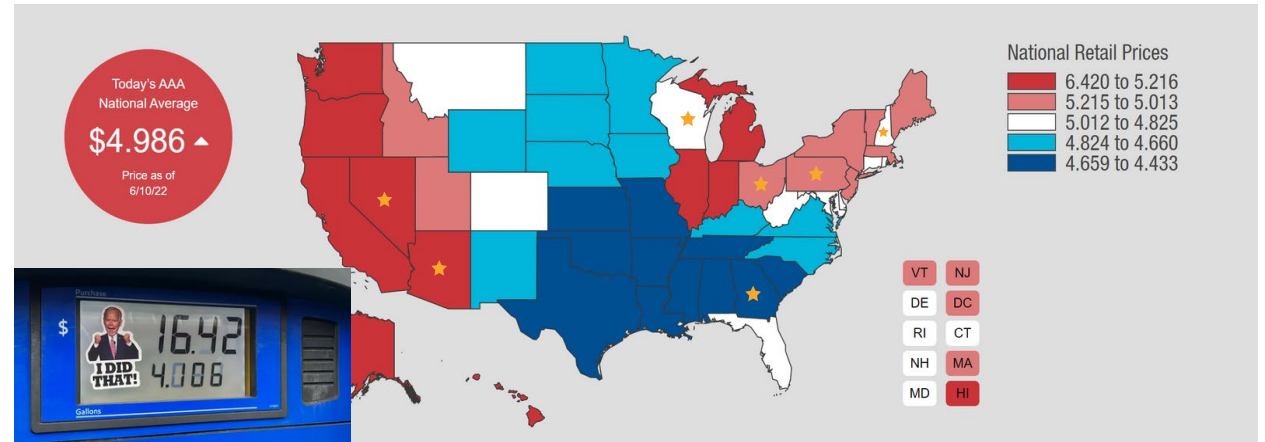
Best Hopes for Democrats

- Can Democrats paint Republican candidates as extreme enough to overlook economy?
- Are legislative victories or Presidential actions on popular policy items possible?
- Can Democrats capitalize on Republican mistakes? Senator Rick Scott tax policy plank.
- Can Democrats reboot Trump as a villain? Does 1.6 have staying power?



The GOP Message

KISS Strategy!



Source: Rick Scott 11 Point Plan to Rescue America and AAA

Corporate Issues that May Be Targeted



BIG TECH



- Republicans will continue to attack "big tech" with charges of limiting their "free speech" on social platforms
- Democrats will continue to push for anti-trust legislation that in their view will help reign in tech companies and promote competition.
- Both side will look to accomplish their goals by promoting accountability (Section 230 reform)
- In select races, we could also see child internet protection issues crop up.



CHINA



- One of the few issues both sides agree upon is targeting companies that are seen as too cozy with China.
- With candidates and parties trying to out-hawk each other, companies that have operations or investments in China may become collateral damage.
- We have seen this play out with 2022 Beijing Olympic sponsors, sourcing/human rights/forced labor issues.



INFLATION



- A core Democratic talking point, particularly from progressives will be that corporate greed and stock buy backs are fueling inflation.
- Bernie Sanders, and other high profile executives will likely call out specific companies profit reporting to make the case they are benefitting at the expense of other Americans.
- Executives will likely be called to testify, as we have seen with oil and gas executives.

Corporate Issues that May Be Targeted



LABOR



- As the labor market tightens employees have been given greater flexibility to demand workplace reforms, higher wages and improved conditions. Seen in select organizing wins this year.
- Democrats will need strong labor turnout in certain elections, particularly in NV.
- Democrats risk going into the 2022 cycle having not passed labor's top legislative ask - the PRO Act - with some Dems not signing on.



IMMIGRATION



- Republicans will argue that President Biden lacks a strategy to contend with immigration at the Southern border as the number of CBP encounters climbs. Easing of pandemic restrictions could increase influx.
- This issue will be used in the primaries and to drum up Republican support in the general.
- Companies seen as relying on foreign workers or supporting immigration policies they oppose could see attacks from Republican candidates.



SOCIAL ISSUES



- Corporations have increasingly been pulled into hot button state and federal social issues including on abortion, voting rights, gender identity, LGBT+ discrimination, race and more.
- Particularly as Republican candidates look to align themselves with the base, corporations may be asked to speak out on proposed legislation or extreme campaign rhetoric.
- Democrats, progressive groups and employees will also seek to recruit companies to speak out on social issues as they come up through the course of the campaign.

The Coming Agenda

Possible Republican Message Bills

- Oversight, Oversight, Oversight!
- China competitiveness agenda
- Education policies aimed at parental control
- Tax cuts
- Immigration or border wall
- Big tech limitations
- Rolling back regulation - particularly on environment and energy issues



Possible Democratic Executive Orders

- Cancel student debt
- Expand renewables/climate efforts
- DOL changes for workers
- Lower prescription drug costs
- Obamacare expansion

