

# ★ **POLITICAL AND POLICY UPDATE** ★

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**ARENA COMMUNICATIONS**



# VOTER SENTIMENT

PRESIDENT BIDEN STRUGGLING TO GAIN CONFIDENCE OF AMERICAN PEOPLE



## The Economy Matters

- *41% of voters say they are worse off financially compared to 13% under President Trump – the highest amount in 33 years*
  - *72% Republicans*
  - *12% Democrats*
  - *11% Independents*

## Approval Ratings

- *Biden has consistently remained below 45%.*
- *62% of voters would be disappointed or even angry if he's re-elected*
- *31% of Democrats - young and independent leaners - want another option*

## Key Drivers

- *Age*
- *Economy and inflation (9.1%)*
- *General lack of confidence and connection*
- *Missteps*
- *Fighting headwinds*

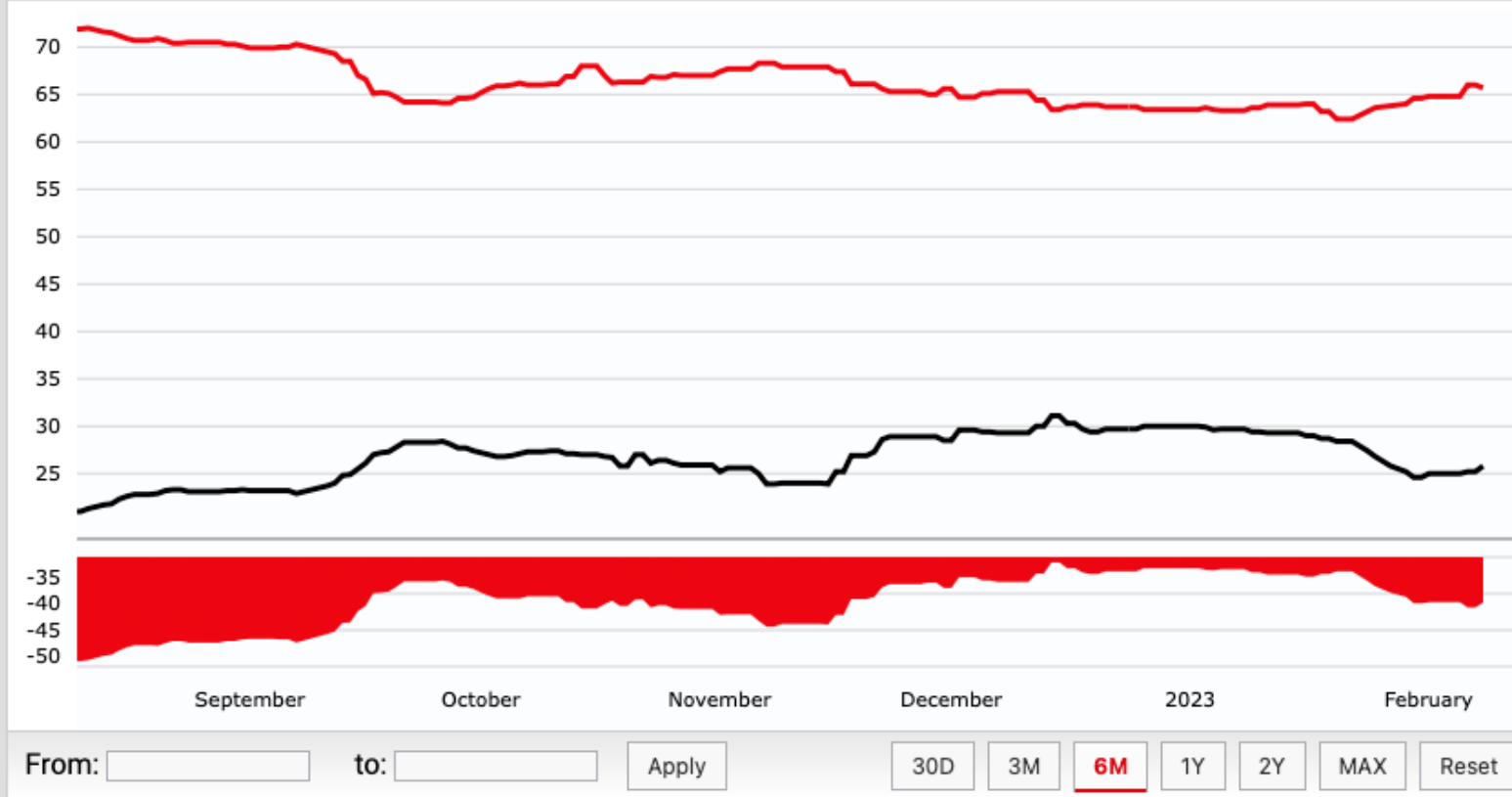
Source: ABC News/Washington Post Poll

# RIGHT TRACK / WRONG TRACK

REAL  
CLEAR  
POLITICS

RCP POLL AVERAGE  
Direction of Country

25.8 Right Direction 65.7 Wrong Track



Six-month trend line

**66%** Right Track

**26%** Wrong Track

# VOTER SENTIMENT



Source courtesy of WFAA TV Dallas



# ISSUES THAT MATTER MOST TO VOTERS

## Among Conservatives, It's a culture war

- Inflation and economic headwinds
- Race and gender issues
- Education and crime
- Immigration
- International policies: China and Russia

## Among Democrats, they want “progress”

- Inflation and economic headwinds
- Abortion rights
- Protecting entitlements
- Climate

## Other trending issues:

- Guns
- **Democracy itself**

# CONGRESSIONAL APPROVAL

## Congressional Job Approval

Do you approve or disapprove of the way Congress is handling its job?



Source: Gallup

**Civil anger about  
police brutality**

**January 6<sup>th</sup> Capital Riot**

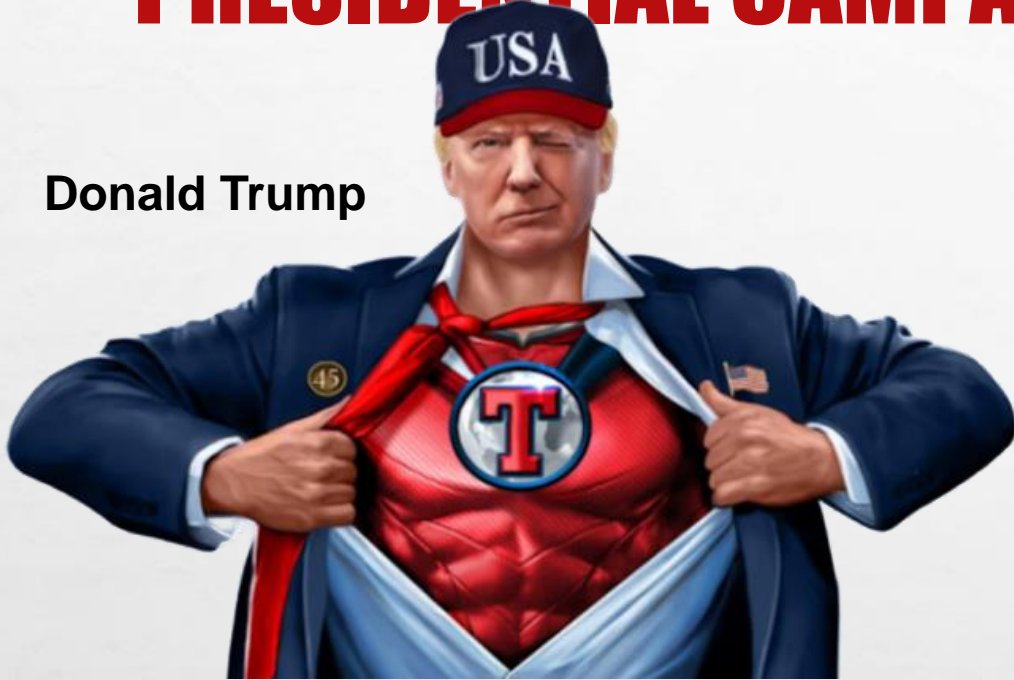
**Battle for the  
Speakership**

**George Santos**



# PRESIDENTIAL CAMPAIGN OUTLOOK

Donald Trump



Trending upward but behind DeSantis

Voters are wary

Smaller Microphone

Ron DeSantis



Leads Trump 53 to 40%

Decisive Re-election

Preferred by all GOP Demographics





# PRESIDENTIAL CAMPAIGN OUTLOOK



- Announcement expected in March/April
- Democratic primary election advantage
- Economy, jobs and infrastructure
- Populist appeal (junk fees)
- Urban voters and suburban women
- Advantages: No primary/Money/ Incumbency

# PRESIDENTIAL CAMPAIGN OUTLOOK

## GOP

Economy and inflation

New generation of leadership

Cultural war, anti-“woke” crusade

Immigration and security



## DEMS

GOP standing in way of progress

Women's right to choose

Protect the middle and working class

Women's right to choose

# WHAT TO WATCH FOR – WOMEN VOTERS

## Importance of Election Issues in 2022 Midterms, by Gender

% Extremely important to vote for Congress this year

	Men	Women	Net importance to women
	%	%	Pct. pts.
The economy	47	51 ↑	4
Abortion	32	51 ↑	19
Crime	35	45 ↑	9
Gun policy	36	41 ↑	5
Immigration	33	40 ↑	7
Relations with Russia	30	33 ↑	3
Climate change	23	29 ↑	6

Source: Gallup

# HOUSE OUTLOOK

## RATINGS SUMMARY

SOLID DEMOCRAT

SOLID REPUBLICAN



- **Likely** : These seats are not considered competitive at this point, but have the potential to become engaged.
- **Lean** : These are considered competitive races, but one party has an advantage.
- **Toss Up** : These are the most competitive; either party has a good chance of winning.



# SENATE OUTLOOK

## RATINGS SUMMARY

### SENATE SEATS

Includes seats not up for re-election. Control of Senate marked at 50 seats.

#### DEMOCRAT

#### REPUBLICAN



Currently, Democrats control 48 seats. Republicans control 49 seats.

20 Democrat-controlled seats and 11 Republican-controlled seats are up for election.

There are 3 Independent seats. 3 are up for re-election. These seats caucus with Democrats.

### SENATE SEATS

Only seats up for re-election (34).

#### SOLID DEMOCRAT

#### SOLID REPUBLICAN



■ **Likely** : These seats are not considered competitive at this point, but have the potential to become engaged.

■ **Lean** : These are considered competitive races, but one party has an advantage.

■ **Toss Up** : These are the most competitive; either party has a good chance of winning.

## Lean D

- Michigan
- Montana
- Nevada
- Wisconsin

## Toss-Ups

- Arizona
- Ohio
- West Virginia

## Lean R

- Florida

# **THE UNDERGROUND RAILROAD OF FIREWORKS**

# FIREWORKS

## Los Angeles Times

Feb 9, 2023

Critics Say July Fourth fireworks damage the L.A. Environment and are Demanding action

## The Seattle Times

June 28, 2022

Fireworks ban in unincorporated King County takes effect ahead of Fourth of July

**KGW8**

June 22, 2022

Fireworks banned in Portland this Fourth of July

# FIREWORKS



Illinois

Jun 30, 2022

Holiday tradition: Illinoisans leave state to buy fireworks



June 21, 2022

PA Senate reviewing bill that could result in prison time for setting off fireworks



July 03, 2022

N.J. residents flock to PA. Border to buy fireworks, defying ban



# FIREWORKS: HOT BUTTON ISSUES



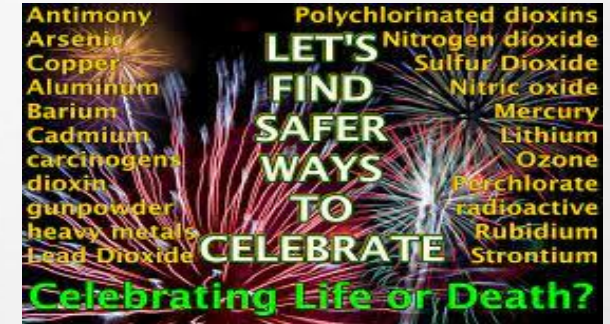
Public nuisance



Drought and climate change



Illegal  
and  
Responsible use



Concerns for the environment



Incidents and injuries

# **FIREWORKS: LEGISLATIVE ACTIVITY**

## **Pending:**

- Hawaii, assessing measures to strengthen restrictions
- New Mexico, Considering new measures to address drought conditions
- Michigan, further restrictions on locations
- Local ballot measures and bans

## **Recently Passed:**

- Ohio: Loosened consumer access to certain fireworks
- Pennsylvania: limited use timeframe, enabling municipal oversight, and imposed restrictions
- Iowa: Loosened zoning requirements

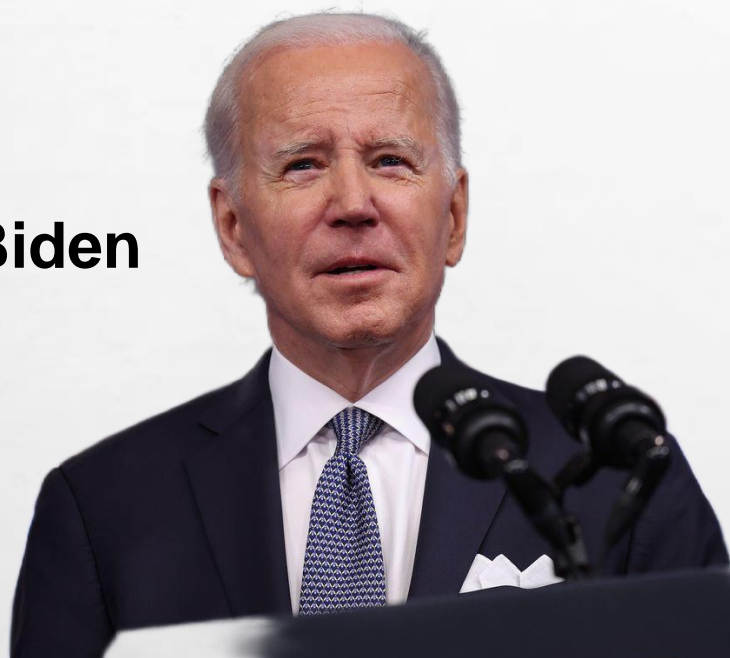




★ ★ ★  
**ELECTION**  
**2024**

# PRESIDENTIAL OUTLOOK

Joe  
Biden



**46%**

**VS.**

Ron  
DeSantis



**54%**



**VOTE  
EARLY  
VOTE  
OFTEN**

**THANK YOU**

