

MEMO:

To: RGA Members
From: Dave Rexrode, Executive Director
Re: 2021 and 2022 Elections

Tomorrow, votes will be counted in Virginia and New Jersey, the two states that are holding gubernatorial elections this year. In both states, voters have been casting ballots for several weeks, but they conclude when polls close tomorrow at 7pm in Virginia and 8pm in New Jersey.

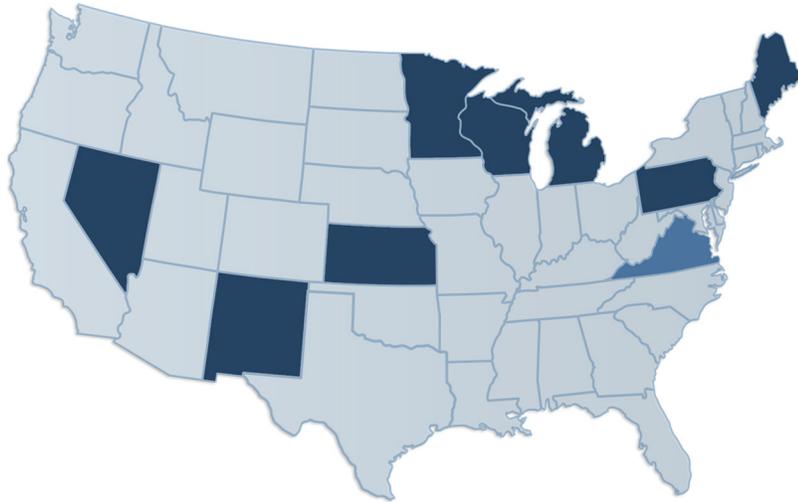
As you have heard me say on many occasions, with the right candidate and a strong message, we can make any state competitive. This is why we have Republican governors in deep blue states like Vermont, Maryland, and Massachusetts. This year is no exception. Despite having a significant advantage in both Virginia and New Jersey, Democrats find themselves with two extremely competitive races in two deep blue states. They are rightfully concerned about what this means going forward to 2022 when 36 states will hold gubernatorial elections.

2022 OUTLOOK

In Virginia, Republicans haven't won a statewide contest in 12 years. Joe Biden won Virginia in 2020 by nearly half a million votes which was 10%. Tim Kaine was re-elected to the US Senate by 16% in 2018, and Republicans have lost their congressional and state legislative majorities over the last decade. The fact that this is a jump ball the day before the election, in a state that has shifted so dramatically to the left over the last decade, should be a wakeup call to every Democrat on the ballot in 2022. In New Jersey, Joe Biden won in 2020 by 16%, and just four years ago, Phil Murphy won by 14%. New Jersey remains one of the bluest states in America, yet on the night before election day, several polls show this as a margin-of-error race with incumbent Governor Phil Murphy sitting below 50% on the ballot.

The biggest question I received from those of you who have contacted me over the past week is how does what happens in Virginia and New Jersey impact 2022? Regardless of the final outcomes, I believe we are in a very strong position heading into next year for several reasons. First, there are eight states that have Democratic governors on the ballot in 2020 where Joe Biden won by the same or a smaller margin than he did in Virginia. Second, swing voters, suburban voters, moderates, and working-class Democrats have become disillusioned by the liberal agenda in both Washington and in their state capitols, and they are seeing first-hand the harmful effects of the liberal left's agenda. From spiking gas prices to the escalating cost of food and everyday items to violence in our schools and on our streets, key voting blocs are rejecting the failed and tired policies of President Biden and his liberal allies. Third, our Republican candidates are offering realistic solutions that make things more affordable for working families, provide safe and supportive in-person schools for our kids, find ways to keep our neighborhoods safe, and strengthen our economy as we emerge from the pandemic.

Democrat-Held States With a Biden Margin Same or Smaller Than VA



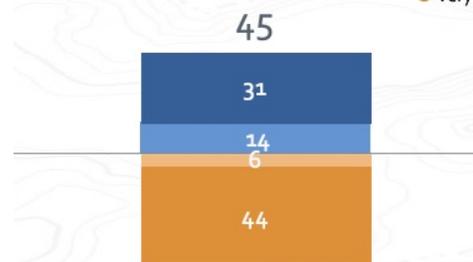
Biden Drag

Joe Biden's declining image has allowed our Republican candidates to communicate more effectively with key voting groups. Since August, Biden's image has plummeted amid his poor handling of the economy, spiking inflation, the crisis at the border, and the failed withdrawal from Afghanistan. As a result of his failed policies, voters began to doubt his and the Democrats ability to address the key problems they were facing. In May, Joe Biden was at a +11 for his image in Virginia and is now at a -5, a considerable shift. In fact, his Very Unfavorable image is equal to his total Favorable image, which shows the intensity with which voters have soured on him over the past few months.

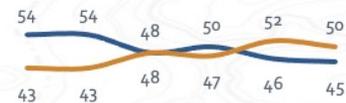
IN VIRGINIA

JOE BIDEN
NET: -5

- Very Fav
- Somewhat Fav
- Somewhat Unfav
- Very Unfav



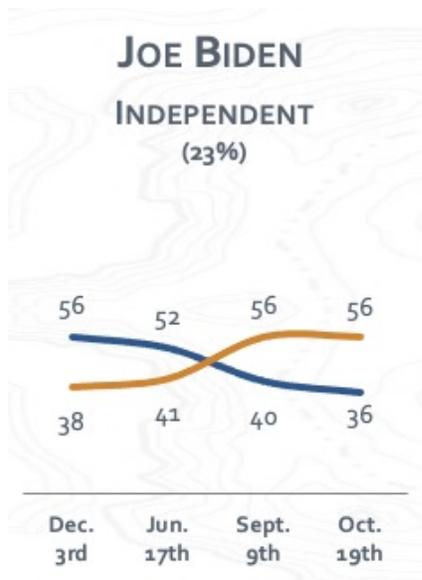
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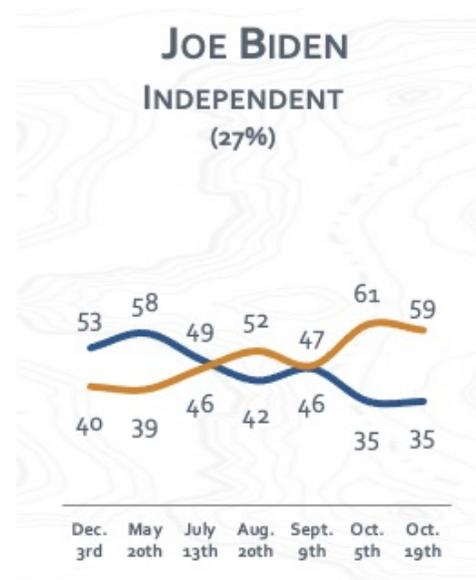
May 20th July 13th Aug. 19th Sept. 9th Oct. 5th Oct. 19th

Biden Drops Among Independents

Democrats should be alarmed by how poorly Joe Biden is performing among independent voters in deep blue states. In Virginia and New Jersey, we found Biden's image to have taken a massive hit between May and November. The trends aren't better for Biden in the eight states where he fared the same or worse as he did in Virginia.



NEW JERSEY



VIRGINIA

The Roadmap

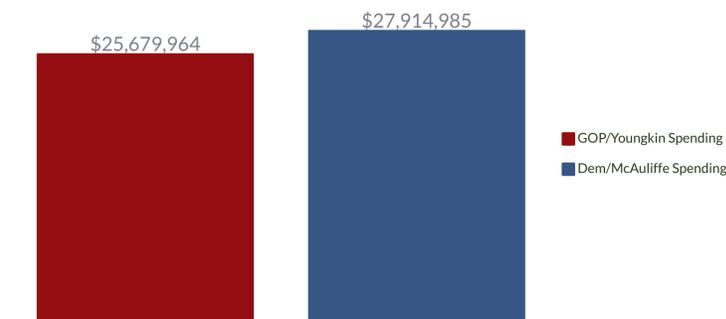
Candidate quality matters. Both Glenn Youngkin and Jack Ciattarelli have proved that with strong candidates and an effective message we can compete anywhere. This is an important reminder as we head into 2022. Looking at the numbers, Virginia should not be a competitive state for Republicans. But this year, with Glenn Youngkin as our nominee and a strong message that has focused on economic affordability, public safety, strong schools, and parental involvement, every poll over the past two weeks has shown it to be a toss-up race. Youngkin's ability to drive a message that focuses on the state specific issues his voters care about has allowed him to compete in a blue state. Jack Ciattarelli has focused on speaking to voters about the issues they care about – higher taxes, out of control inflation, and making New Jersey affordable for working families. Joe Biden and Democratic governors continue to pursue policies that hurt hard working families and small businesses like driving up the cost of everyday items like gas and food and leaving our kids behind. On the other hand, Republican candidates will continue to offer realistic solutions to address voter concerns and solve the problems that face our country.

Democrat Outside Groups Go All-in

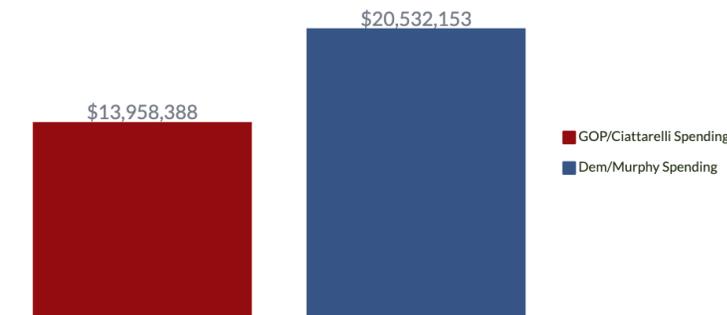
As in most gubernatorial contests over the past decade, Democrats will once again outspend Republicans in both Virginia and New Jersey. Liberal activist groups, unions, and national party committees will have pumped millions of dollars into two deep blue states to try and hold them, depleting the resources they will need in 2022 to defend their incumbents in light blue and purple states. More than a dozen outside groups spent money on TV in these states to help their candidates and attack both Glenn Youngkin and Jack Ciattarelli. They also invested in large field programs, vast digital campaigns, and in one instance, hired Democratic party staffers to pull off a despicable and disgusting stunt for media attention.

In addition to the significant financial advantage, Democrats utilized their entire national surrogate program to boost their candidates in deep blue Virginia and New Jersey. President Joe Biden, Dr. Jill Biden, Vice President Kamala Harris, former President Barack Obama, former President Bill Clinton, failed gubernatorial candidate Stacey Abrams, Speaker Nancy Pelosi, Senator Bernie Sanders, and others came into these states to rally voters and raise money for Terry McAuliffe and Phil Murphy. They went all-in for their candidates and threw their full weight behind winning these races.

TV Spending In Virginia in 2021



TV Spending In New Jersey in 2021



What's Next

While we have spent considerable time and resources supporting Glenn Youngkin and Jack Ciattarelli this year, we have also remained focused on laying the groundwork for a successful 2022. The RGA team has been crisscrossing the country meeting with potential candidates who can win targeted races next year. We hosted a candidate conference in August where candidates heard from our governors, policy experts, and experienced leaders on what it will take to wage successful campaigns next year. Many of our top candidates will be joining us in Phoenix later this month at our Annual Conference and I hope you will take some time to meet the next generation of Republican governors. We continue to work with our incumbent governors to highlight the leadership they are providing in their states and help strengthen their position heading into their re-election campaigns.

While I am confident that we will have strong nominees in each of our targeted states next year, the vast number of resources the left spent in Virginia and New Jersey is a reminder of how much is at stake and why we continue to rely on your generous financial support. Without you, we would not have had the resources needed to make Virginia and New Jersey competitive or lay the groundwork for 2022. By investing in the RGA, you are investing in the future of our nation. As always, thank you.