

# ceir predict

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MGM NATIONAL HARBOR

## Navigating the Election Impact: A Trade Show Organizers' Guide to Preparing for 2024's Uncertainties

Brought to You by



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# THE 2024 ELECTION LANDSCAPE

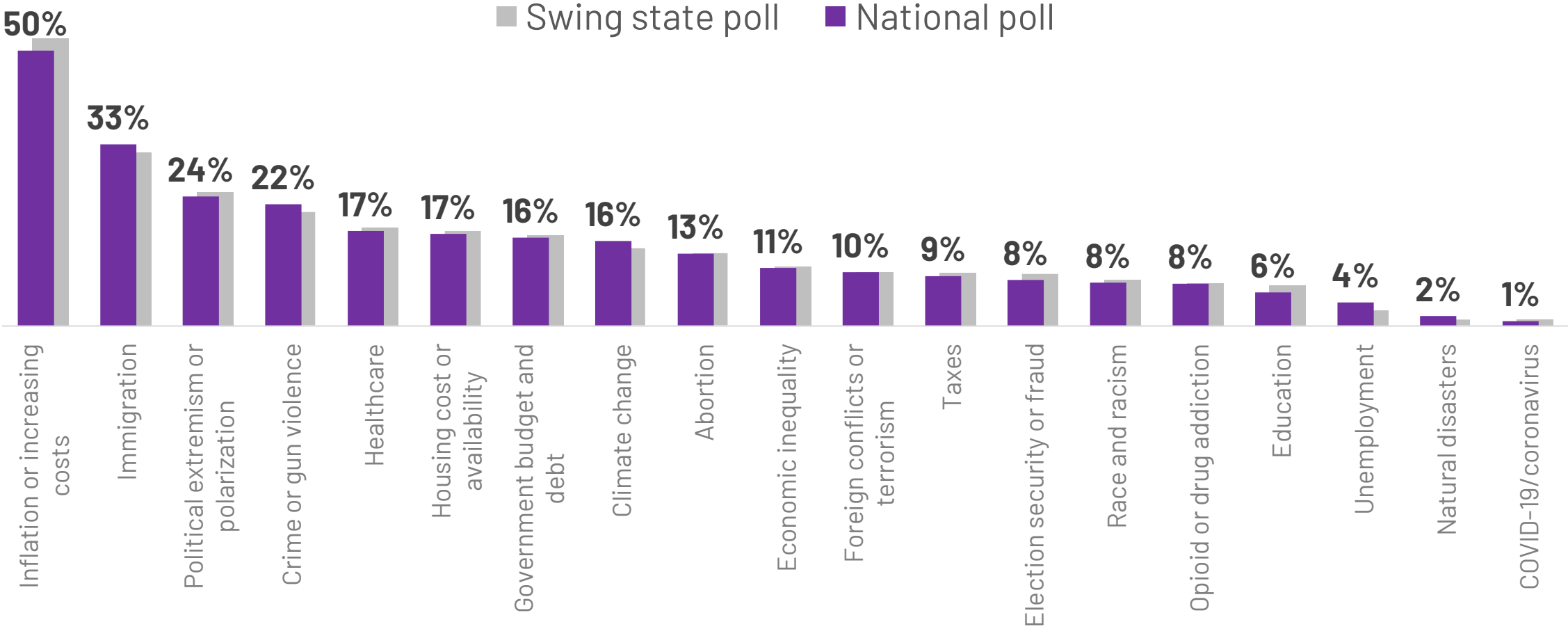
September 13, 2024

# THE ISSUE LANDSCAPE

# 01

# Most important problem facing America

Which of the following topics are the most important issues facing the country? (Select up to three)



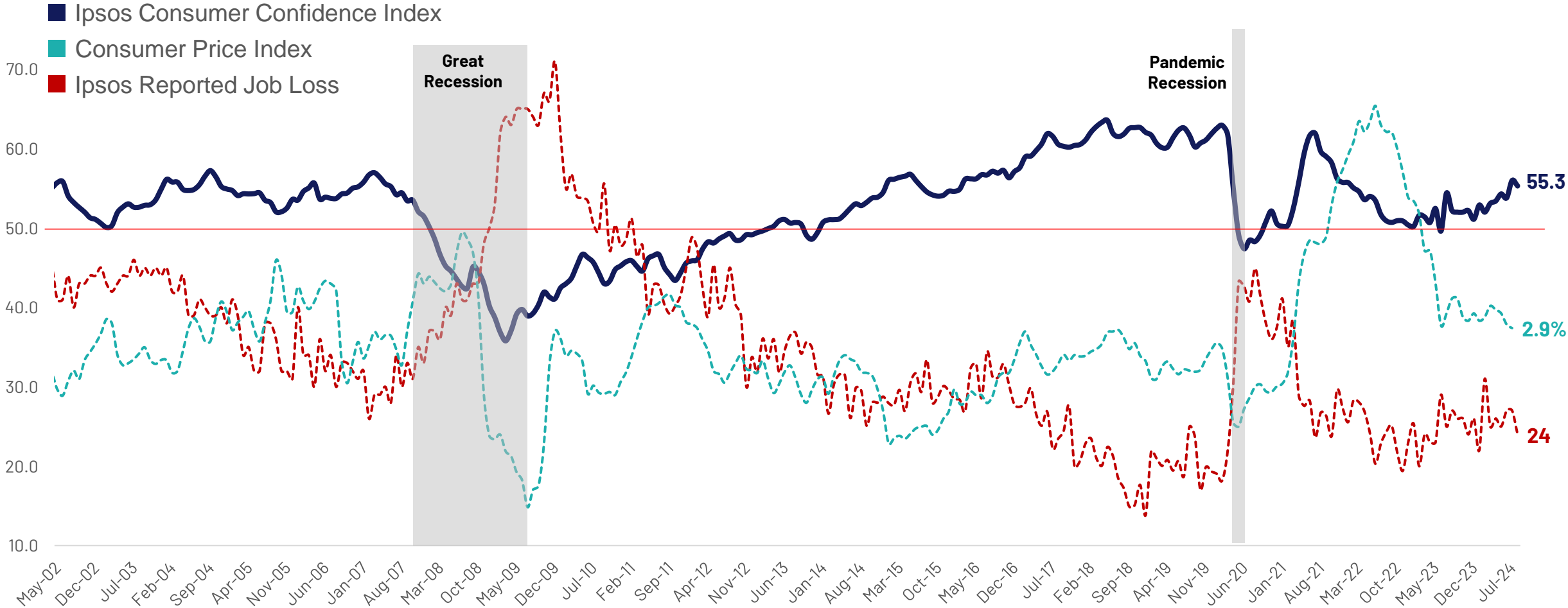
Base: Registered Voters (N=1,342)

Source: Ipsos 2024 National Election Tracking Survey Wave 2, fielded August 2 to August 7, 2024



# Consumer confidence up compared to this time last year

US Consumer Data 2002-2024



Source: March 2011 to early March Monthly Refinitiv-Ipsos Primary Consumer Sentiment Index. January 2023 to date Monthly Refinitiv-Ipsos Primary Consumer Sentiment Index  
 March 25, 2020, to December 2022 Ipsos-Forbes Advisor U.S. Consumer Confidence Weekly Tracker  
 CPI numbers from BLS via St. Louis Fed



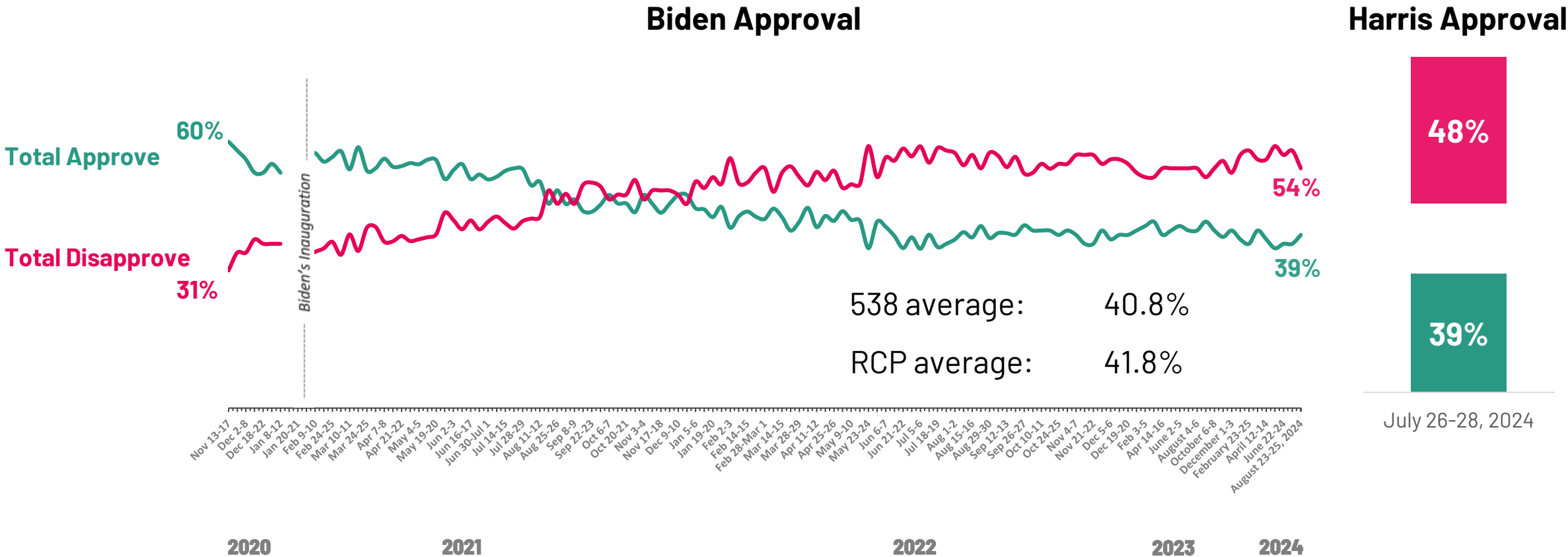
Note: Numbers for June 2023 were collected before the debt ceiling decision was made

# THE PRESIDENTIAL RACE

# 02

# President Biden's approval hovers around 40%

Overall, do you approve or disapprove of the way Joe Biden is handling his job as president? (previously 'president-elect')



# 2024 Presidential Election

If the election for president were held today and the candidates were Democrat Kamala Harris and Republican Donald Trump, for whom would you vote?

% selecting among registered voters

■ Kamala Harris (Democrat) ■ Donald Trump (Republican) ■ Some other candidate ■ I wouldn't vote ■ Don't know

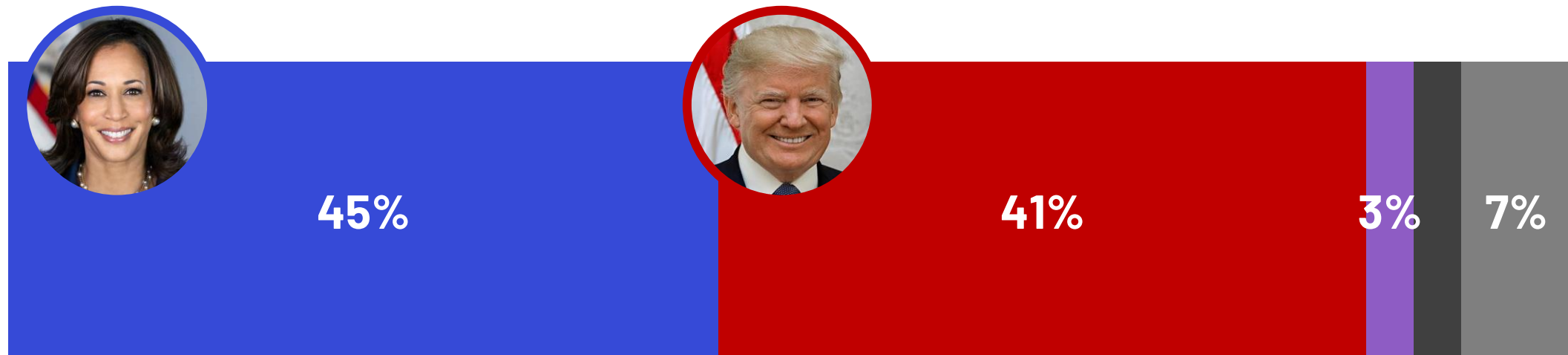
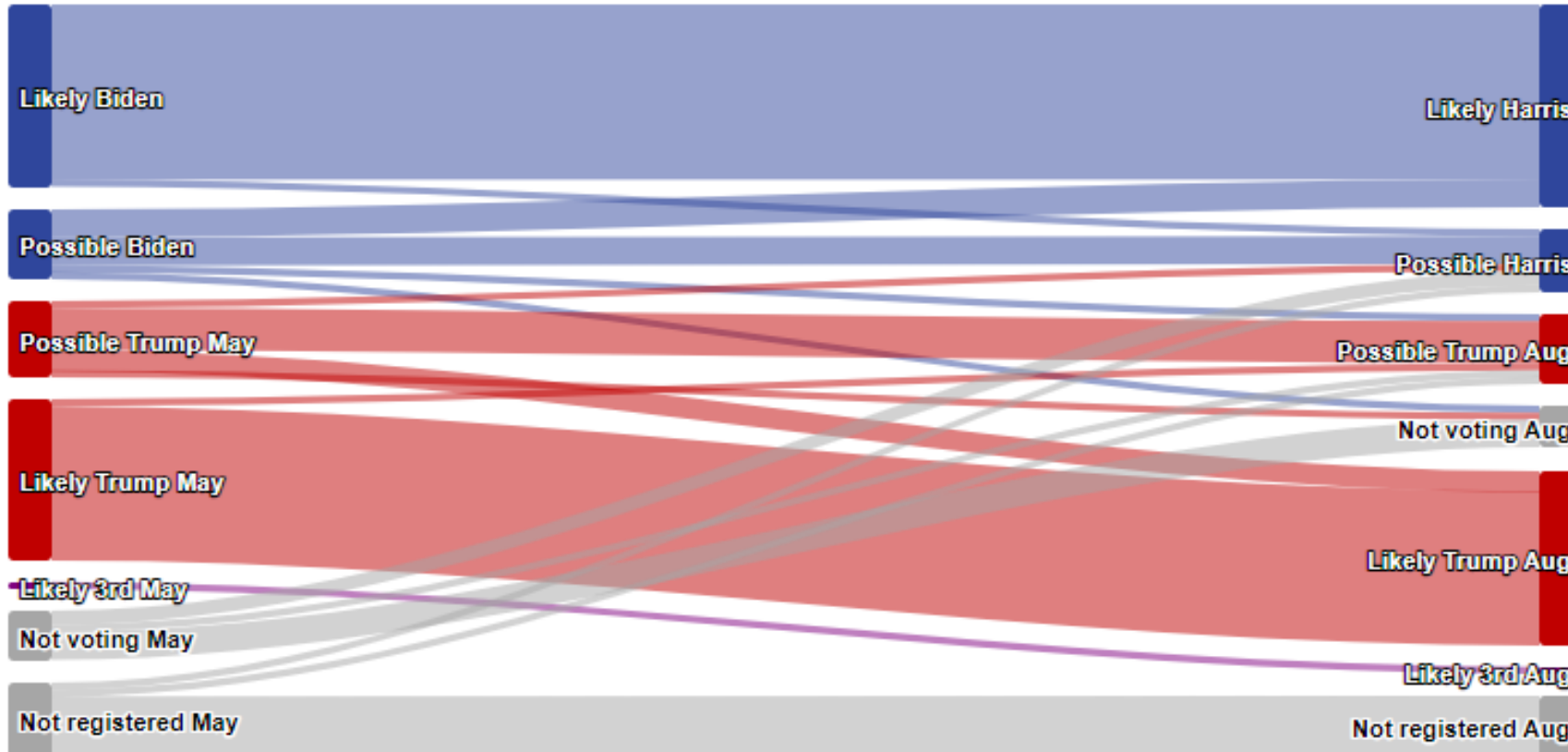


Photo source: [whitehouse.gov](https://www.whitehouse.gov)



# Analysis suggests change is driven by enthusiasm shifts

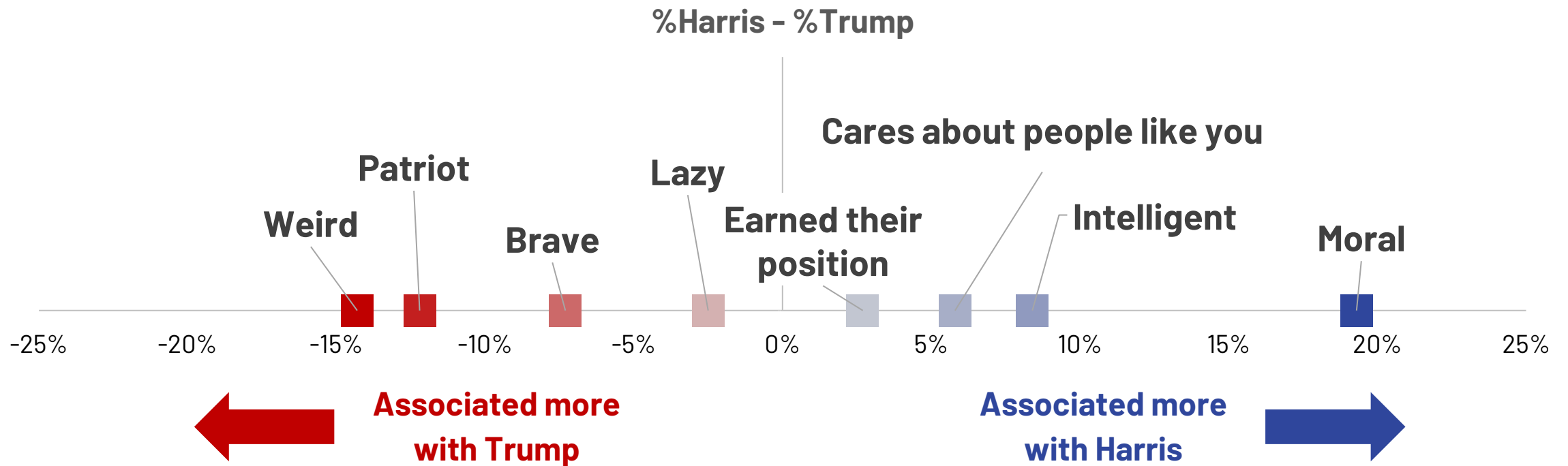
If you do vote in the 2024 presidential election in November, how would you vote?  
Thinking about how you feel today, how likely, if at all, are you to vote in the 2024 Presidential election?  
Are you currently registered to vote at your current address?



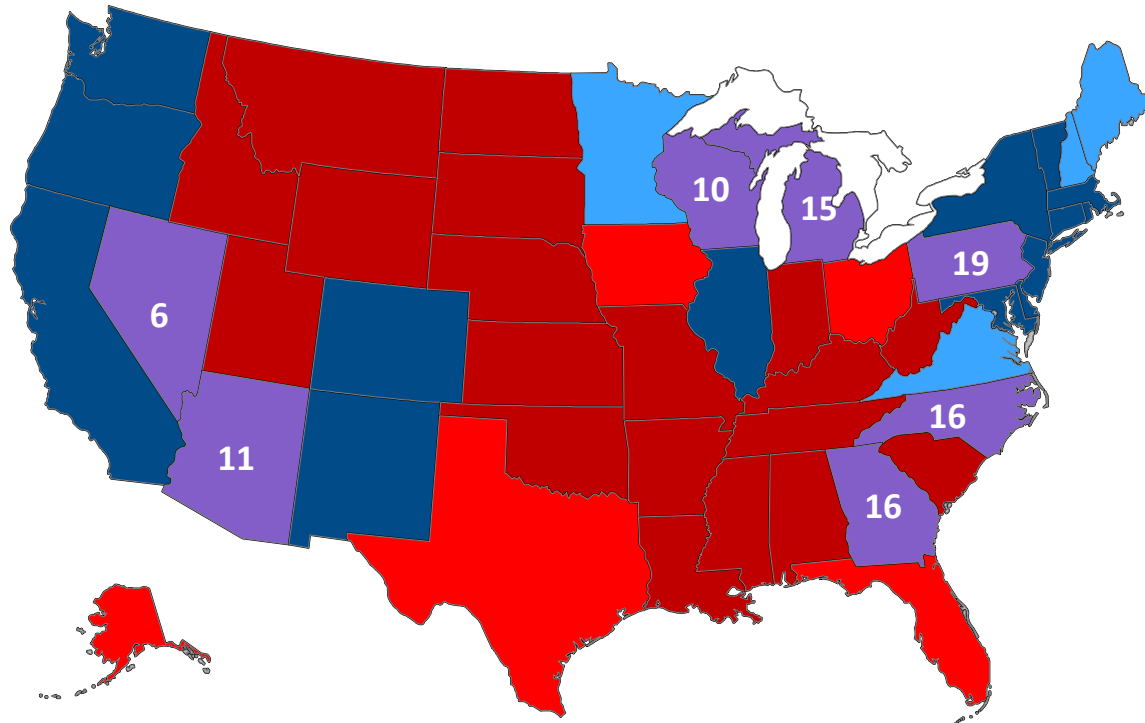
- Longitudinal data indicates that shifts are mostly with soft Biden voters increasing in certainty of support for Harris.
- Harris does receive a small bump from non-voters and previously non-registered shifting to potential support.
- Trump has also seen a small increase in likely vote and has picked up a few possible supporters.

# Trump more associated with "patriot" and "weird," Harris more associated with "intelligent" and "moral"

Which presidential candidate, if any, do you most associate with the following words or phrases?



# Swing State Basics

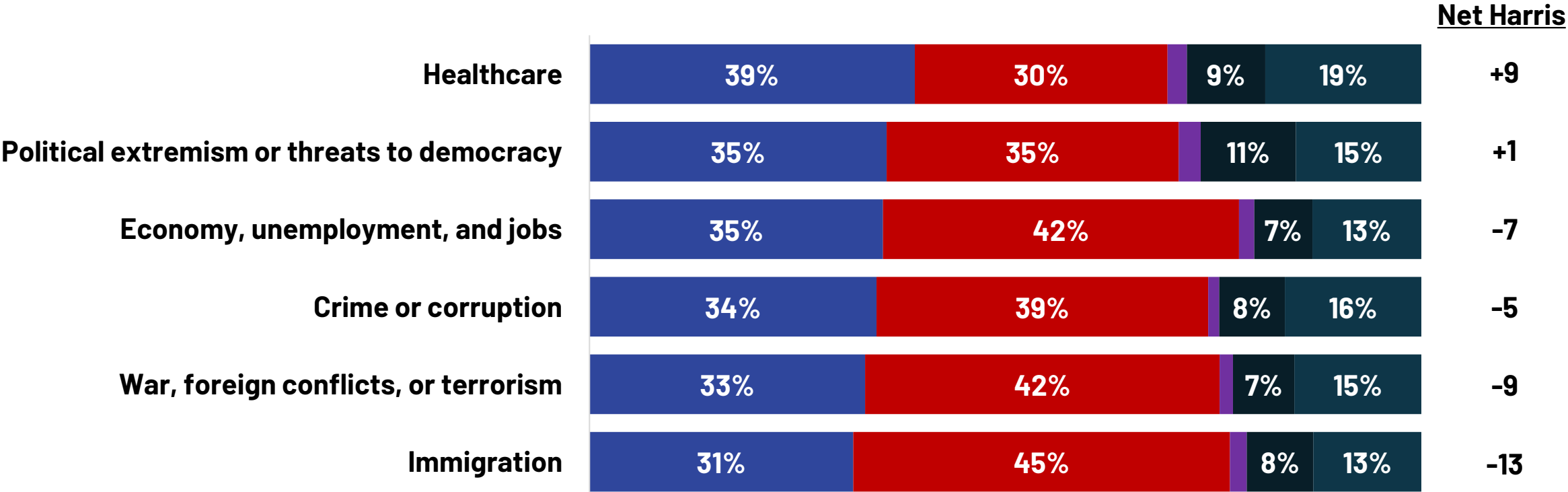


- Electoral college: 270 to win
  - States Biden won by 5%+ in 2020: 226
  - States Trump won by 5%+ in 2020: 219
  - States decided by less than 5%: 93  
(excluding Florida - 3.4%)
  - The popular vote in these seven states was +0.7 Biden (49.6% vs. 48.9%)

# Swing state residents prefer Trump on immigration and Harris on healthcare

In your opinion, which presidential candidate has a better plan, policy or approach to each of the following?\*

% selecting among swing state residents ■ Kamala Harris ■ Donald Trump ■ Other ■ None ■ Don't know



\*Note: For data visualization purposes, the "skipped" response option is not shown.

\*Note: In this study, swing states include AZ, GA, MI, NV, NC, PA, and WI

Base: Swing state residents (n=2,045)

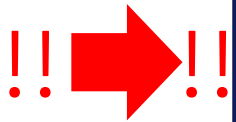
Source: Ipsos 2024 Swing State Election Tracking Survey Wave 2, fielded July 31 to August 7, 2024



# Potential trajectories for the next 3 months

Where  
we are

Scenario	Description	Indicators	Forecast
<b>Status Quo</b>	Economic discontent remains despite improving macro economic climate	Biden approval at or below 40% Polls competitive Economy main issue	Trump
<b>Trends Continue</b>	Public opinion catches up with improving economy	Biden approval near 50% Harris leads most polls Democracy main issue	Harris
<b>Black Swan</b>	<b>Candidate dropping out 4 months before election</b> Unforeseen event (recession, pandemic, major attack, death) radically changes context	Polls and fundamentals at odds Issue landscape jumbled	Wide range of potential outcomes



# Potential outcomes for 2024



One in ten

Four in ten

Four in ten

One in ten

<p><b>Blue Wave</b> <i>(Democrats take House, hold Senate and White House)</i></p>	<p><b>Narrow Harris Win</b> <i>(Democrats hold White House, Split House and Senate with Republicans)</i></p>	<p><b>Narrow Trump Win</b> <i>(Democrats take House, Republicans take Senate &amp; White House)</i></p>	<p><b>Red Wave</b> <i>(Republicans take White House and Senate, gain in House)</i></p>
<p><b>Emboldened progressive control of government</b></p> <ul style="list-style-type: none"> <li>• Potential for major federal spending</li> <li>• Proactive regulatory state</li> <li>• Opportunities for “good” private sector actors to set agendas</li> </ul>	<p><b>White House besieged</b></p> <ul style="list-style-type: none"> <li>• Legislative gridlock &amp; focus on political battles / investigations of executives</li> <li>• Potential for government shutdowns</li> <li>• Relative freedom of maneuver for private sector within existing context</li> </ul>	<p><b>Governmental and social disorder</b></p> <ul style="list-style-type: none"> <li>• Legislative gridlock &amp; focus on political battles / investigations of executives</li> <li>• Personality-driven global policy setting</li> <li>• Ongoing political and social risk for private sector</li> </ul>	<p><b>MAGA Ascendant</b></p> <ul style="list-style-type: none"> <li>• Dismantling of much of regulatory state</li> <li>• Significant social unrest</li> <li>• Significant pressure on businesses to comply or “resist”</li> <li>• US retreats from global leadership</li> </ul>

Source: Ipsos analysis

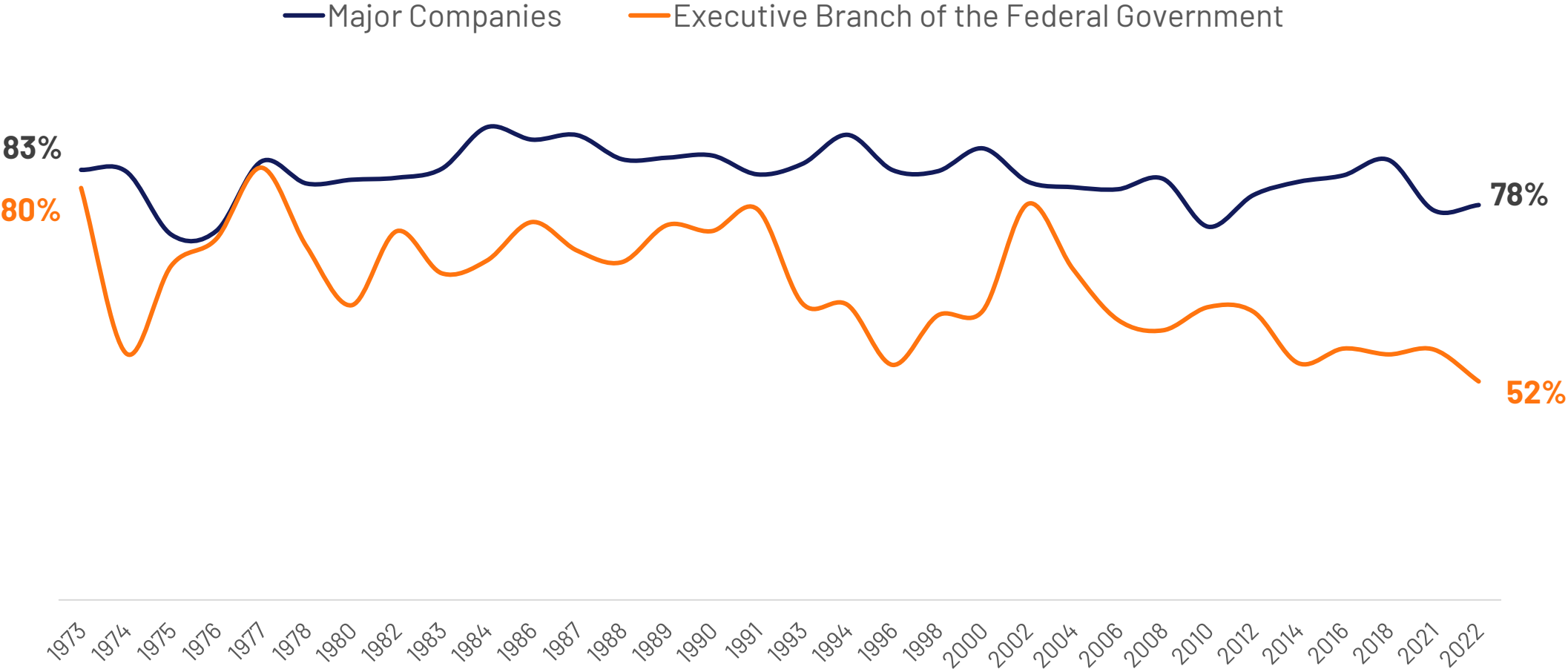


# THE INTERSECTION OF POLITICS AND BRANDS

# 03

# Public more confident in the leaders of major companies over leaders of executive branch

Percent who have a great deal or some confidence in the people running the following institutions



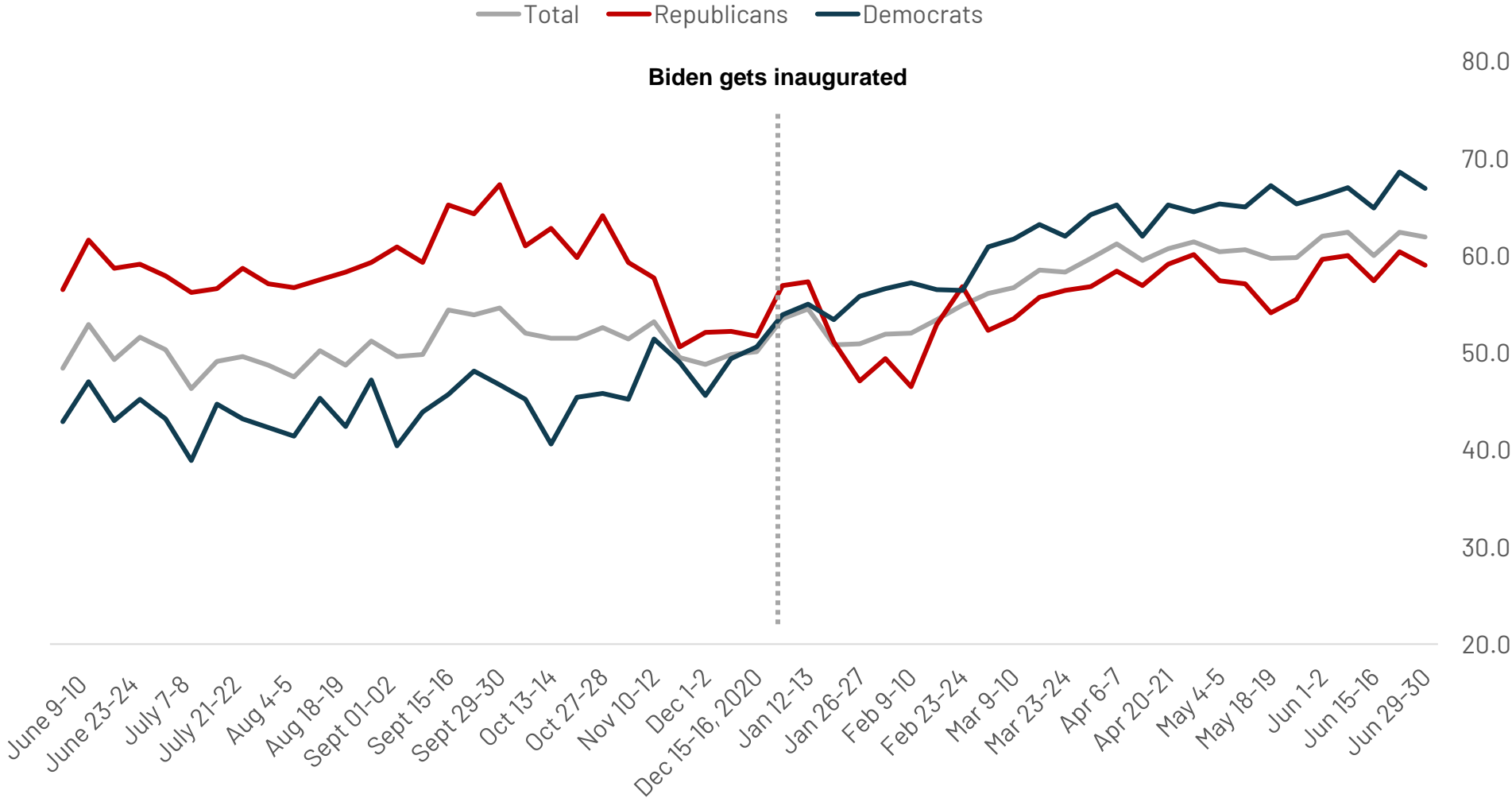
Source: GSS





# Politics influences thinking about almost everything

Ipsos Consumer Confidence Index



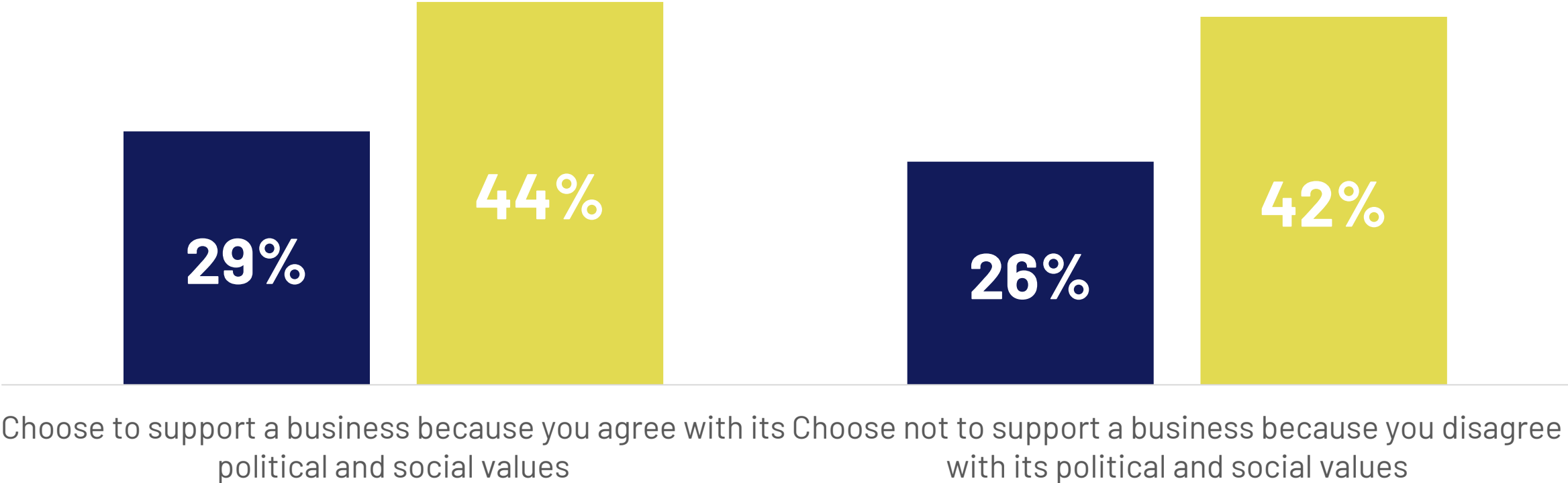
Source: LSEG/Ipsos Consumer Confidence Index



# Values-based consumer behavior

How often, if at all, do you do each of the following? % Very/Fairly often

■ Under \$50K ■ \$50K+



Source: Ipsos polling fielded April 21-23, 2023, among 513 U.S. adults 18+



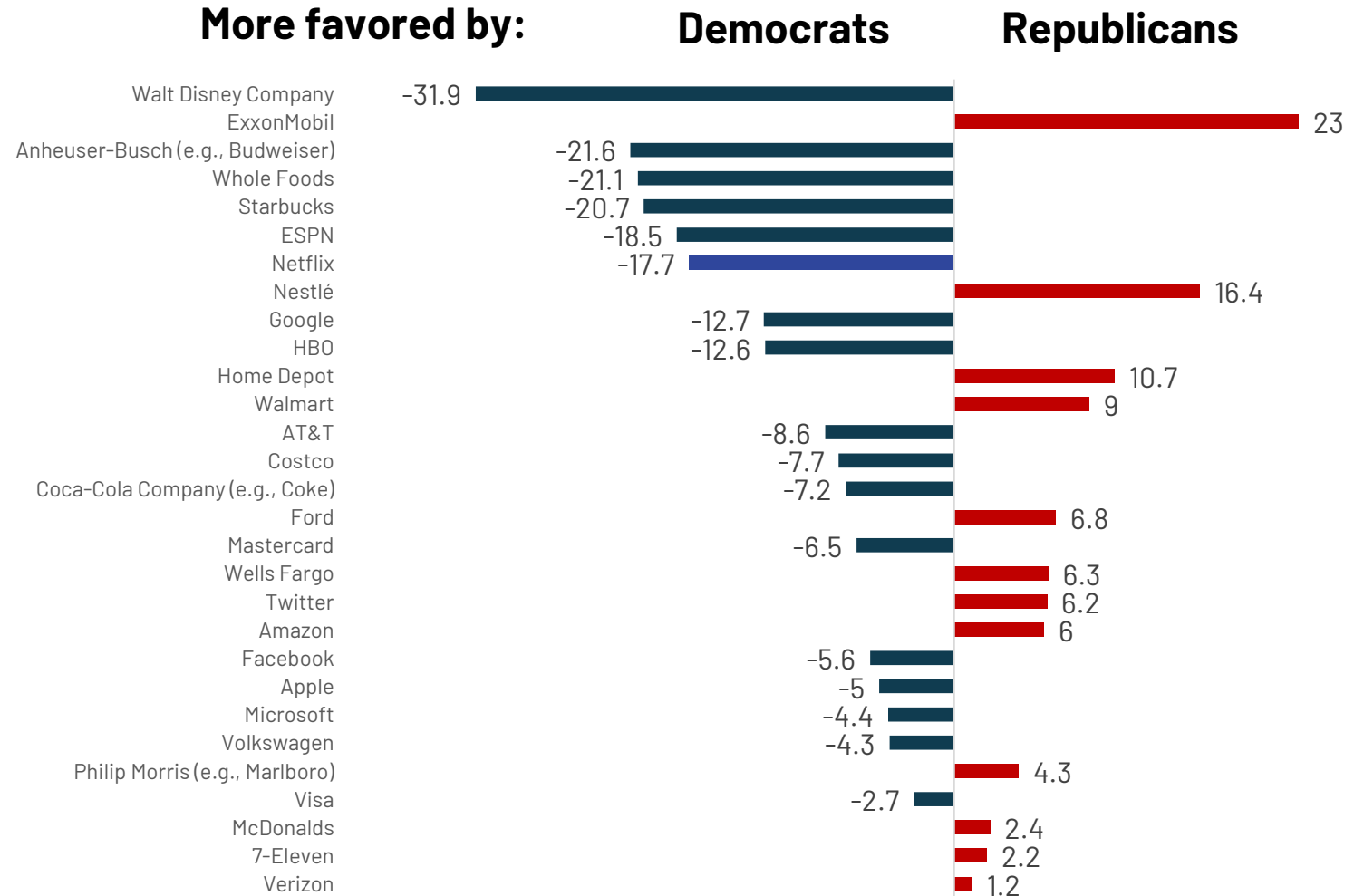
# Political views impact consumer perceptions of brands

Brand favorability

More polarizing



Less polarizing

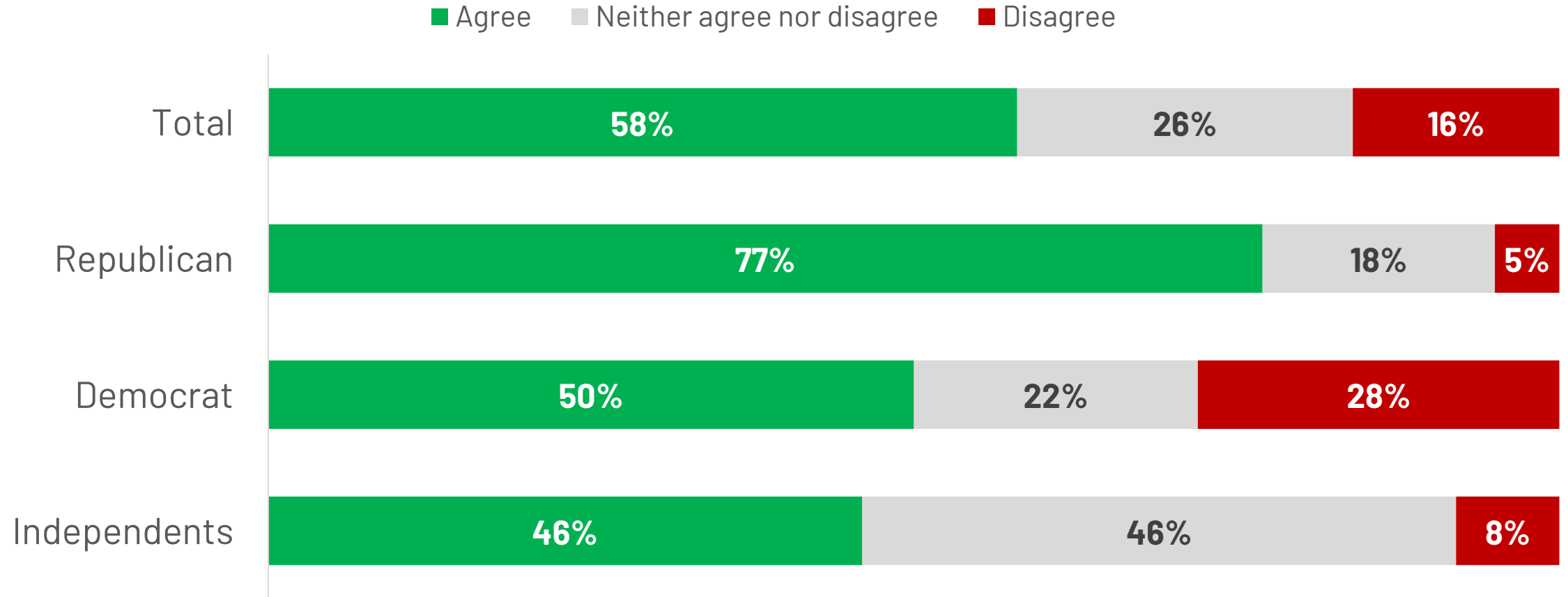


Source: Ipsos Consumer Tracker



# Most want brands to remain politically neutral

How much do you agree or disagree with the following statements? - I think companies should remain neutral on political issues

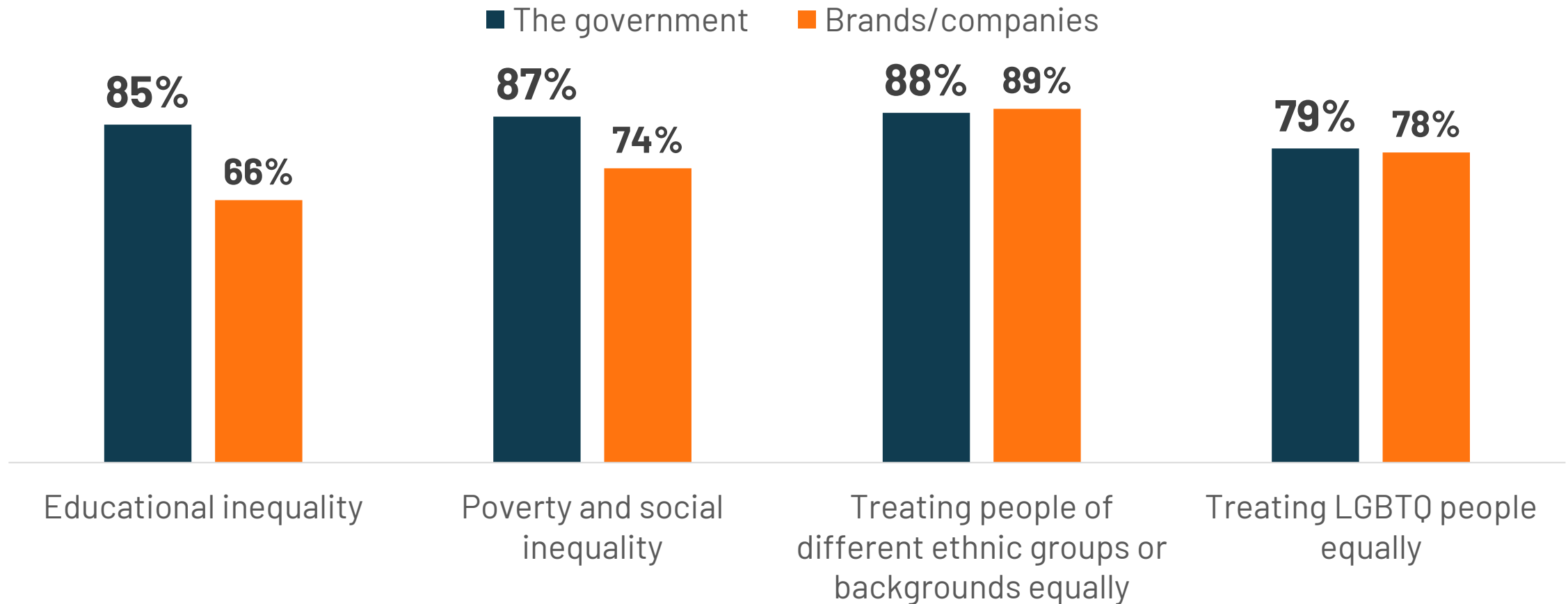


Source: Ipsos Consumer Tracker



# Americans think the government and brands should share the burden when it comes to social issues

How much responsibility, if any, should [...] have when it comes to providing solutions to the following issues?



Source: Ipsos What the Future: Purpose Survey conducted between February 8-9, 2023, among a sample of 1,118 adults age 18+



**THANK YOU!**

**Questions?**

# Ipsos Resources

- Ipsos public polling: <https://www.ipsos.com/en-us/news-and-polls/news>
- All of Ipsos' latest work: <https://www.ipsos.com/en-us/latest-us-opinion-polls>
  
- Reuters/Ipsos Public Opinion Partnership
- Ipsos Global Consumer Confidence Index
- ABC News/Ipsos Surveys
- Washington Post/Ipsos Polling
- USA Today/Ipsos Polling
- Axios/Ipsos American Public Health Index
- Axios/Ipsos Latino Poll
  
- *Week in Review*– Weekly Ipsos Thought Leadership
- Ipsos POVs

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Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

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**You act better when you are sure.**