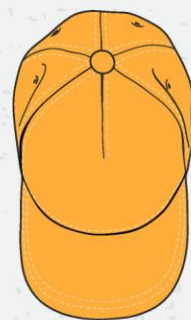




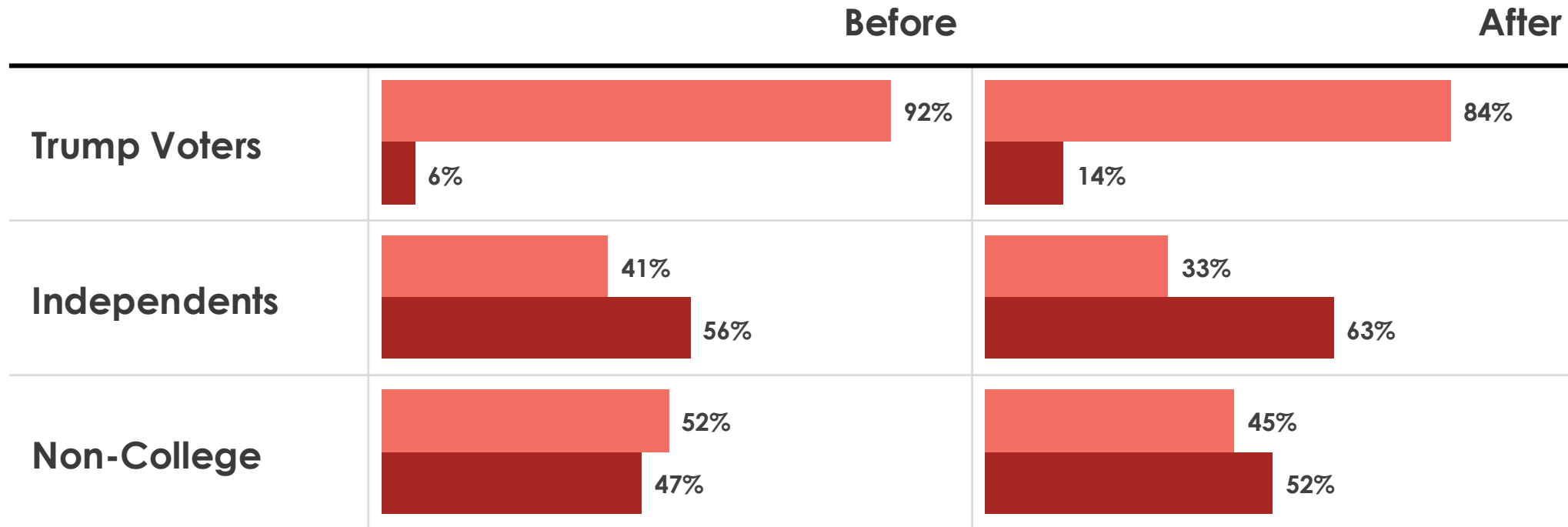
Are Trump Voters Moveable?

2000-person, GBAO Signal online survey, March 17-23, 2025



One in Seven Trump Voters is Moveable

Q: Do you **approve** or **disapprove** of Trump's job performance those far?





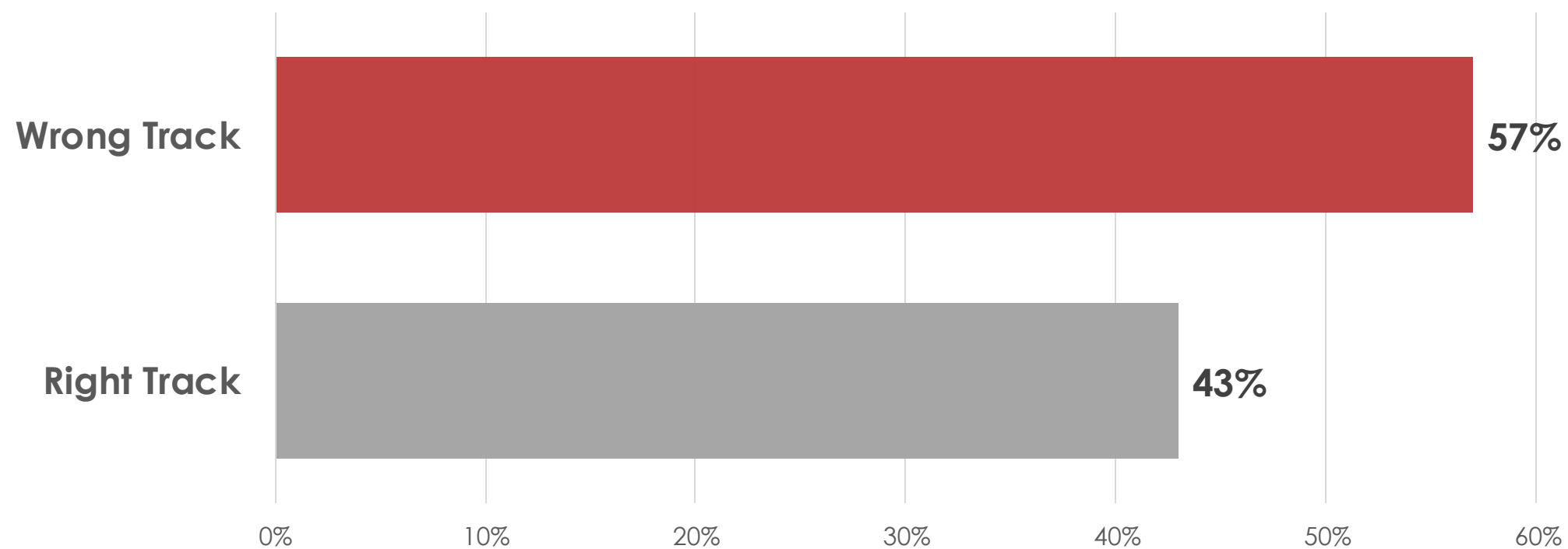
Why the Movement?

Broad Pessimism

Unpopular Opening Moves

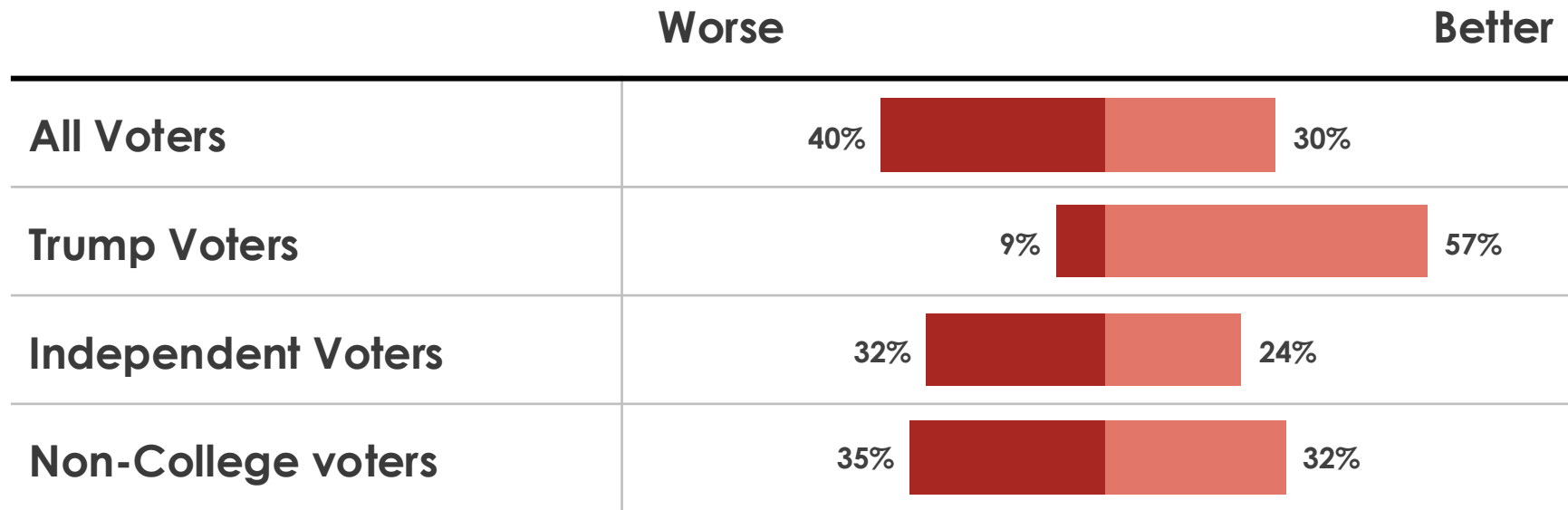
Right Message: Break Through the Clutter

Broad Pessimism

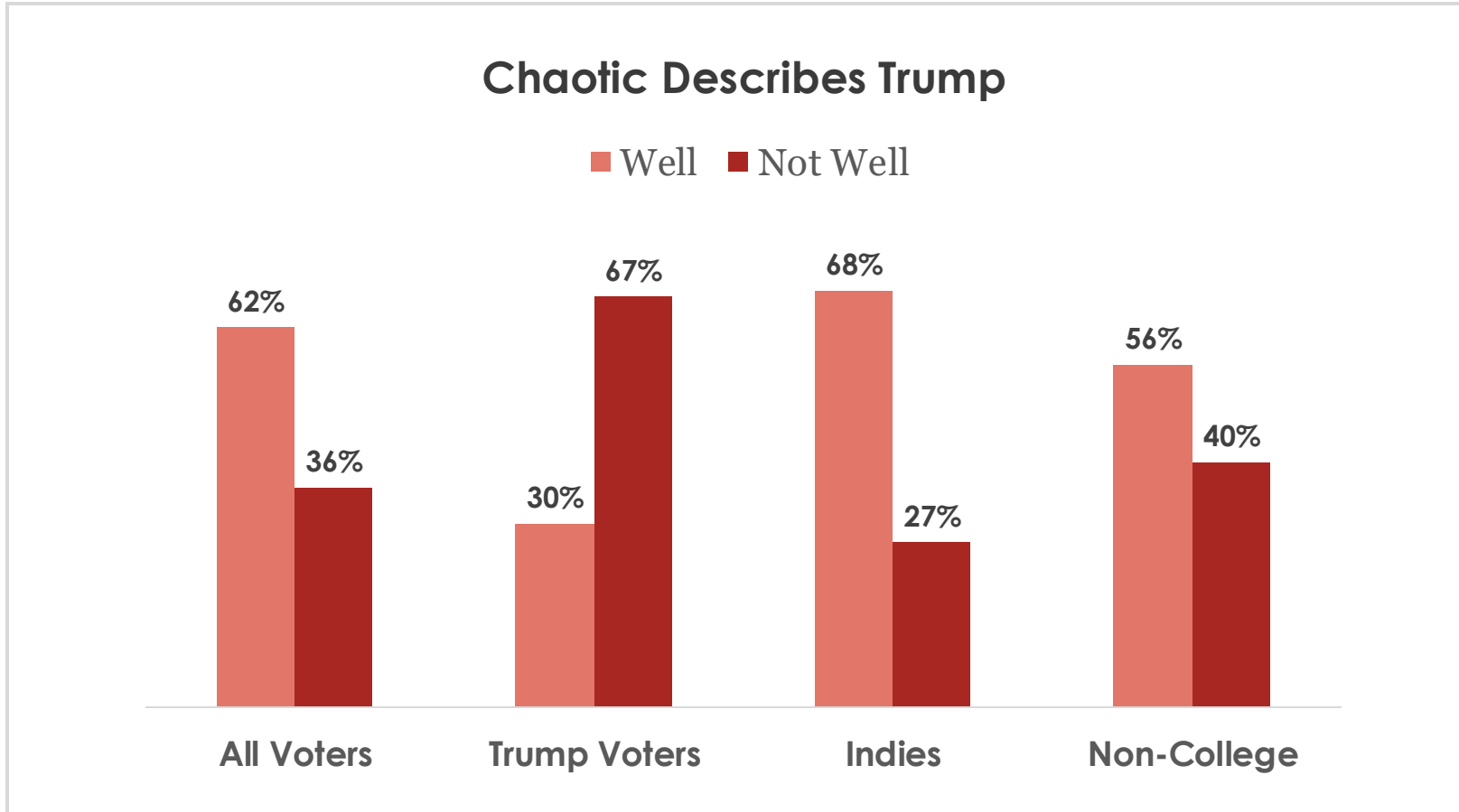


Unpopular Opening Moves

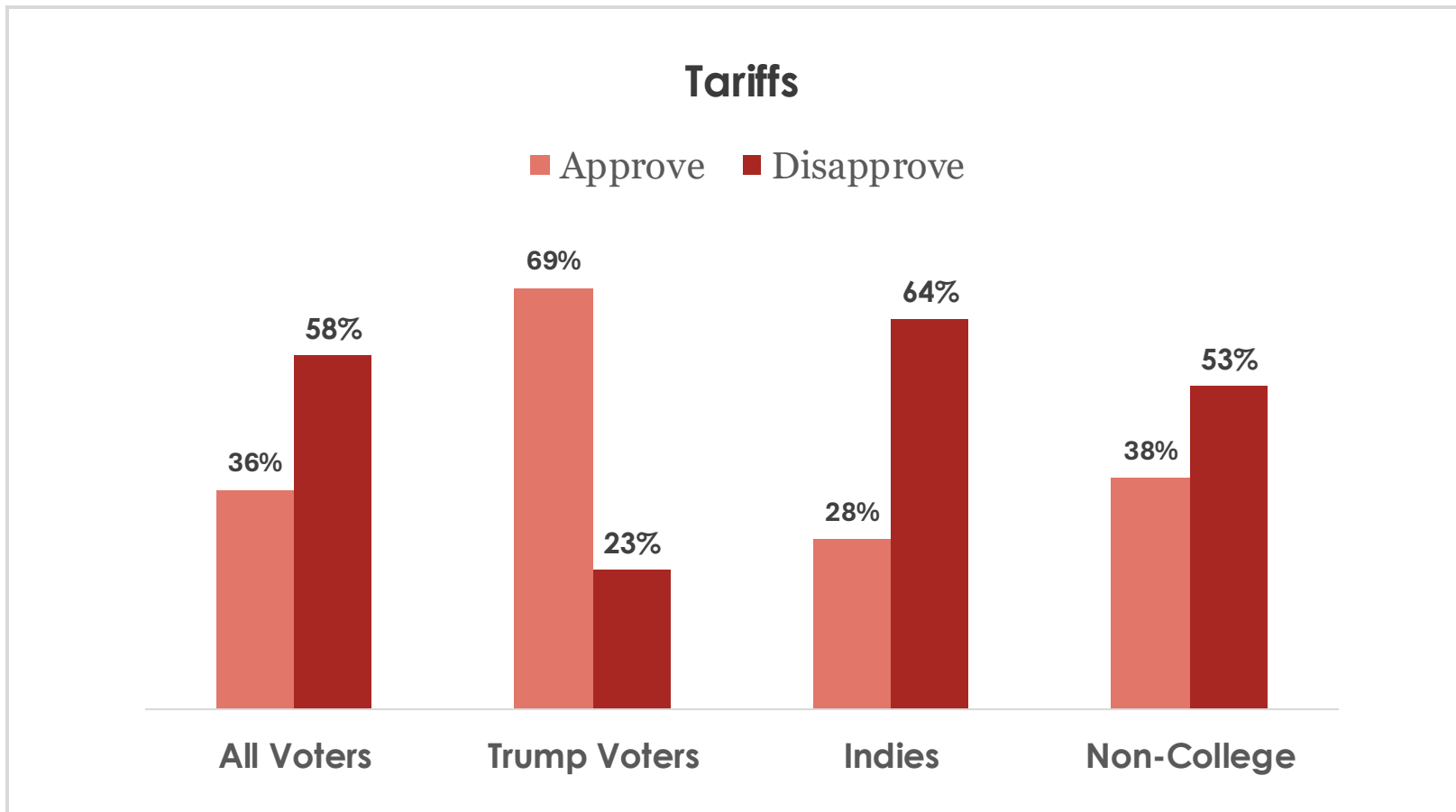
Q: Has Trump performed **better** or **worse** than you expected?



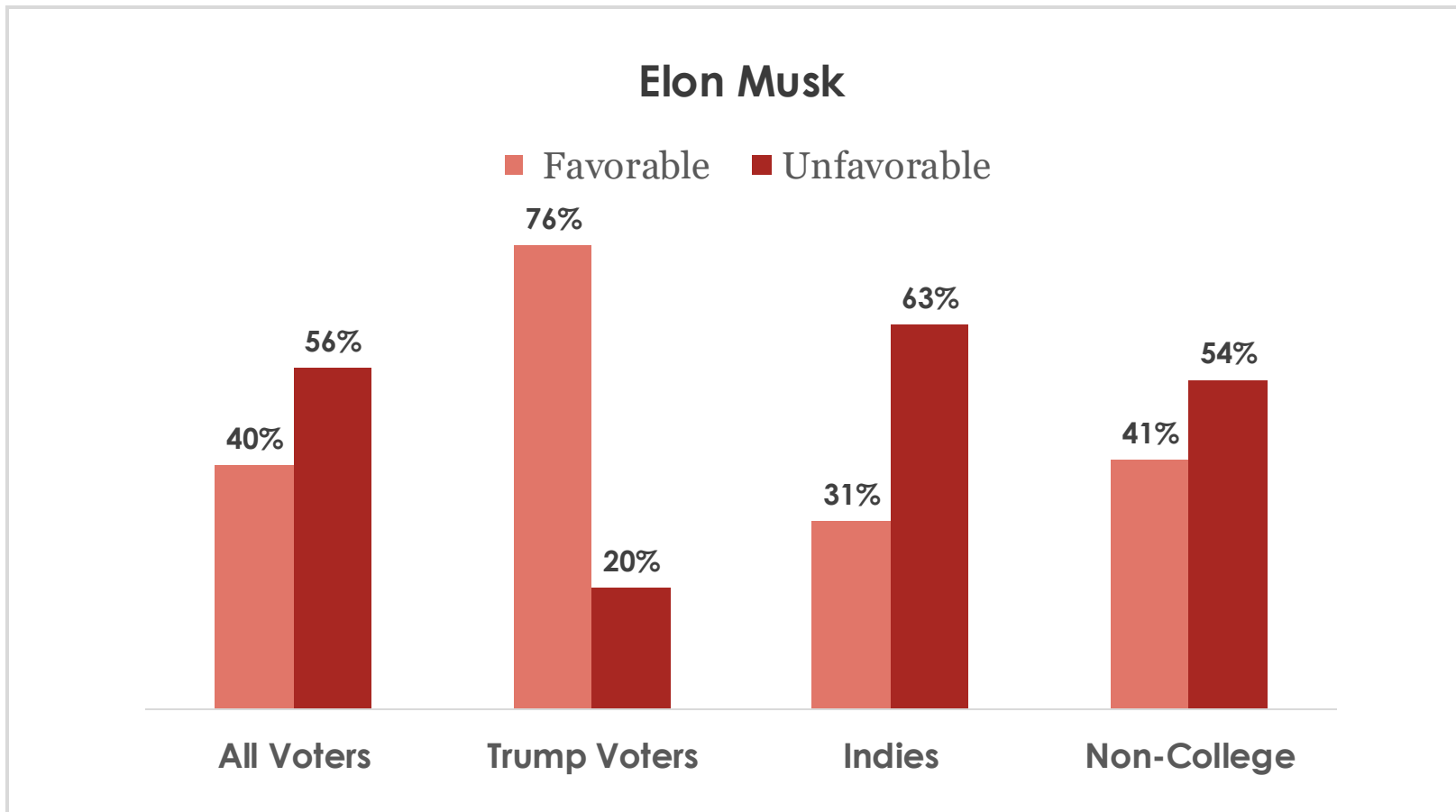
Unpopular Opening Moves



Unpopular Opening Moves



Unpopular Opening Moves



Breakthrough the Clutter

Top message that moved Trump, Indies, non-college voters

Economy/Recession

“Trump promised he would lower prices and cut taxes for ordinary Americans, but his policies are leading to rising prices and plummeting retirement accounts, and they risk pushing the U.S. into a recession.”



Breakthrough the Clutter

Second best to move Trump voters

Reckless Government Cuts

“Trump is firing highly skilled government employees who keep us safe from diseases, nuclear accidents, and natural disasters. American families will be left sicker, weaker, and more vulnerable when the next disaster strikes.”

Breakthrough the Clutter

Second best with non-college voters & third with independents

Digital Privacy

“With Trump's support, Elon Musk has broken all government privacy rules and has scoured our personal data, including every person's IRS records, Social Security benefits, and health records through Medicare and Medicaid, putting all of our personal private data in his hands and at risk.”



Breakthrough the Clutter

Fourth best testing message focused on tariffs

Tariffs

“Trump's unpredictable actions on tariffs are already hurting the economy. Businesses are pulling back from hiring, prices keep rising, stock markets are declining, and millions of Americans' retirement security is at risk”