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# The impact of political media on financial markets



For the first time in American history, two major candidates, a former president and a current vice president, will stand side by side on the debate stage, defending their four-year record in office. The first is Donald Trump, who served as president for four years between 2017-2021, and the second is Kamala Harris, Joe Biden's vice president for the past four years. Harris is desperate to gain voters' trust after raising the chances of a Democratic victory since Biden's withdrawal, while Trump is seeking to assert his confidence in victory despite his conviction for criminal offenses.

## Expectations

The forecast depends on the candidates' performance in the debate. Trump's advance, which is a difficult choice, supports the rise of the companies shown in the bulletin. Kamala Harris' advance supports a clear decline in this sector.



The stocks of private prison companies are most affected by Trump's popularity in terms of rise and fall. We follow two companies, **GEO Group** and **CORECIVIC**. As candidate Trump is against illegal immigration to America, this provides good work for private prison companies in the future.

