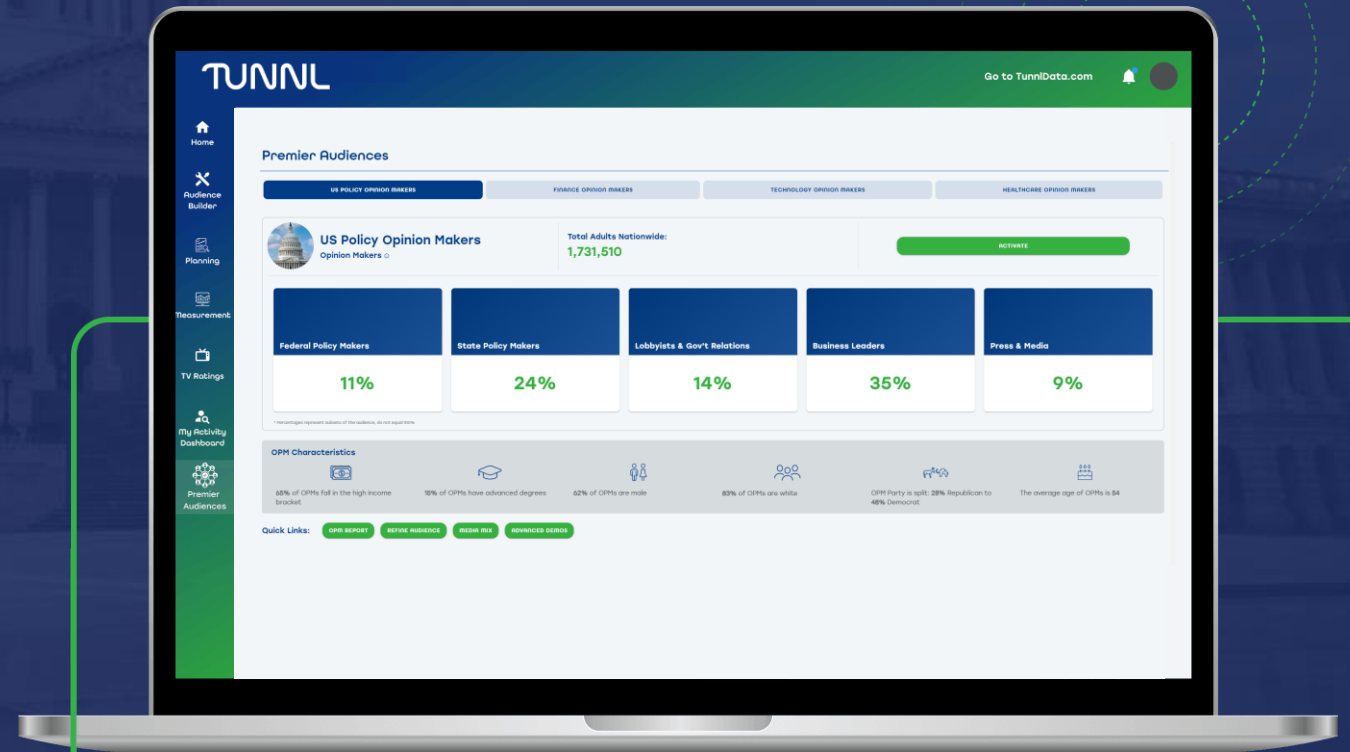


Q4 2024 POST-ELECT OUTLOOK

U.S. POLICY OPINION MAKERS

FOR COMMUNICATIONS &
PUBLIC AFFAIRS LEADERS

A PREMIER AUDIENCE BY TUNNL



WHO ARE THE

U.S. POLICY OPINION MAKERS

Tunnl's audience of 1.7 million U.S. Policy Opinion Makers consists of political and business leaders who work in **Congress**, the **Executive Branch**, **news media**, **lobbying**, **law firms**, and more. **Leverage this audience through the [Tunnl](#) Platform today.**

***Methodology:** This survey was fielded December 5-10, 2024, among 1,000 members of Tunnl's premier U.S. Policy Opinion Makers audience. The margin of error is +/- 4% at a 95% confidence level.



OUTLOOK

Policy Opinion Makers have shifted after the election. There is tension between their economic optimism and their views on social issues.

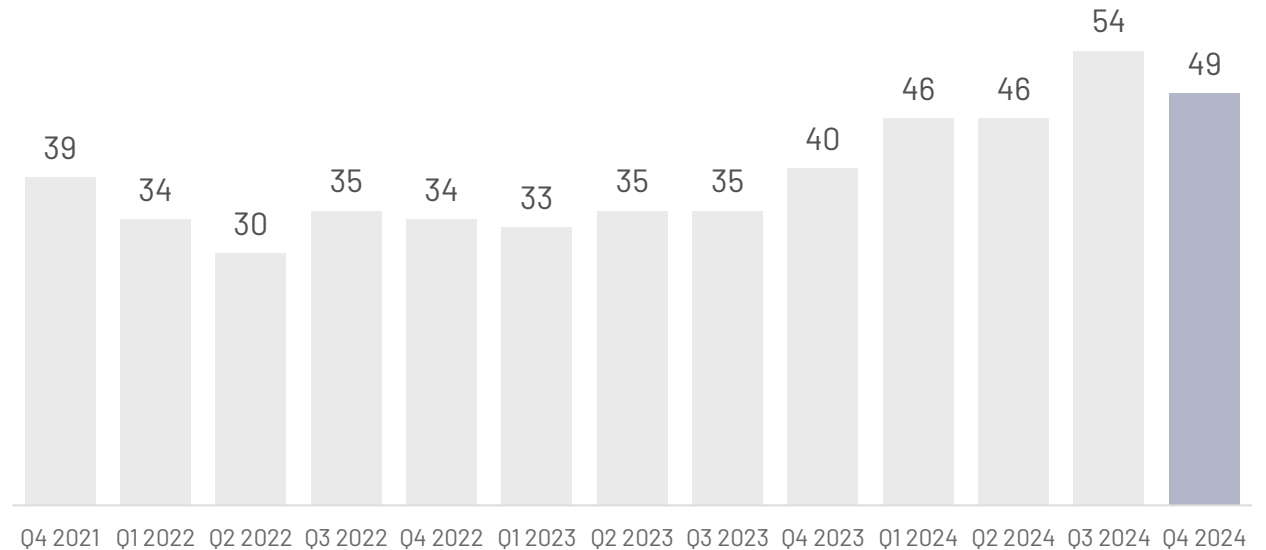
Using perceptions of interest rates, the stock market, unemployment, civil dialogue, race relations, and world safety, Tunnl has created an Opinion Makers' Outlook Index Score.

This Outlook measures optimism up to 100 to reflect perceptions regarding the current direction the United States is heading.

Despite dropping five points, the U.S. Policy Opinion Makers Outlook remains near an all time high.

U.S. Policy Opinion Makers Outlook

49



HIGHLIGHTS ON

WHAT'S CHANGED SINCE SEPTEMBER

It's been just over 75 days since Tunnl's Q3 reporting on views from the U.S. Policy Opinion Makers. Here's a rundown of things that might have influenced changes ahead in the report:

- **Donald Trump became the President-Elect, defeating Kamala Harris**
- **The incoming Administration has begun announcing key leadership picks - including Cabinet positions**
- **Global conflicts continued with little change in Eastern Europe and further escalation in the Middle East; conflicts among other governments in Georgia and South Korea have come into view**
- **News was formulating around positive market futures from key tech leaders - and less positive news on inflation around groceries and gas**
- **A targeted high-profile murder went viral - bringing debates about both crime and healthcare to the forefront in the U.S.**



Rising Stocks

Financial optimism is on the rise and Policy Opinion Makers think the Stock Market will go up.



Stability and Safety

Optimism around world safety and political dialogue have snapped back since September.



Inflation and Interest Rates

Policy Opinion Makers have new optimisms - but not when it comes to inflation and interest rates.



Partisan Splits

There are clear divides and outlooks in perspective between our most partisan-leaning Opinion Makers.

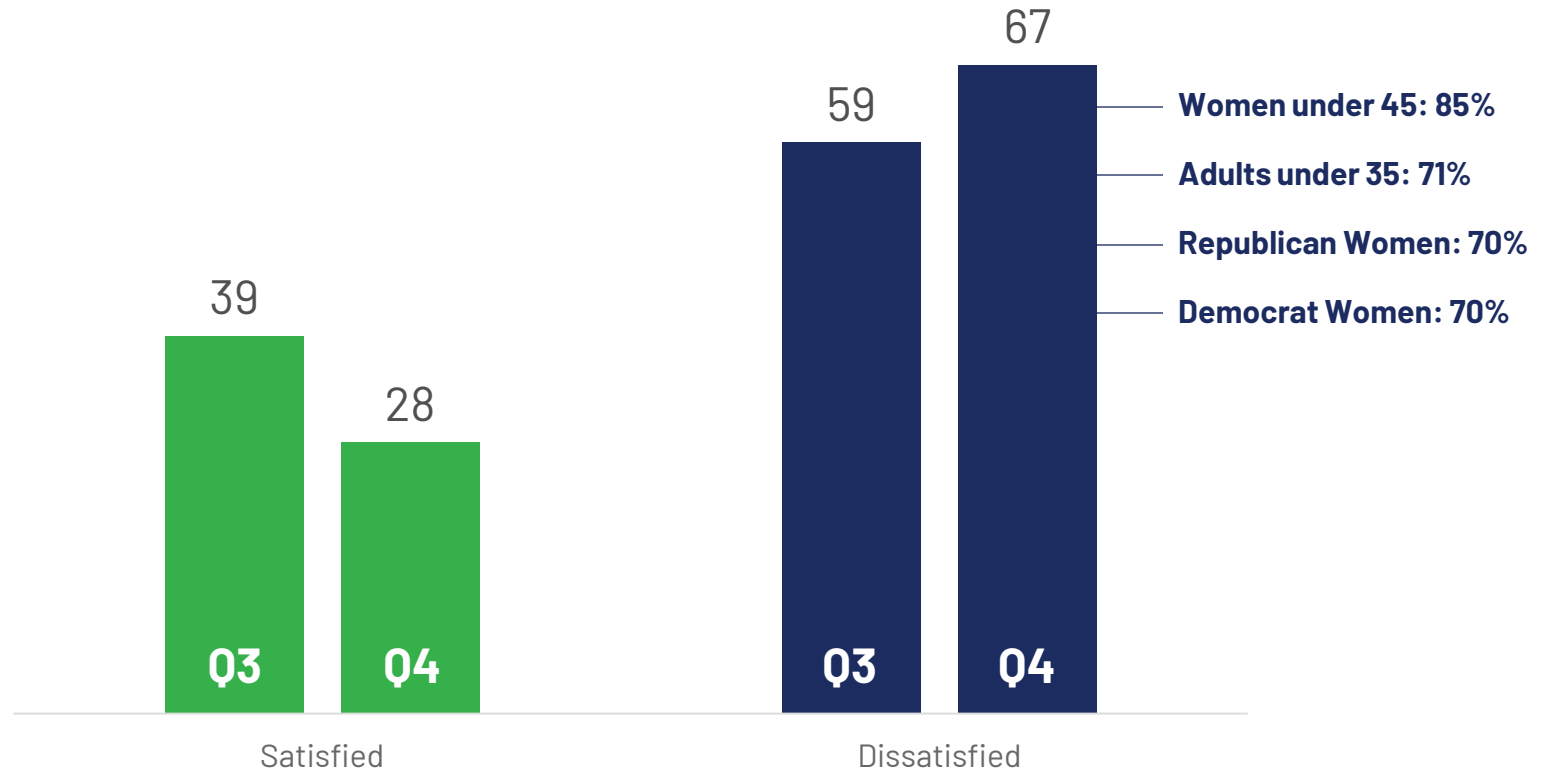
INSIGHTS ON

U.S. DIRECTION

Policy Opinion Makers are less satisfied with the way that things are going in the United States at this time.

In September, 60% of Democrats were satisfied with the way things are going in the US. This number dropped to 28% in December.

U.S. Policy Opinion Makers Satisfaction with Direction of Country



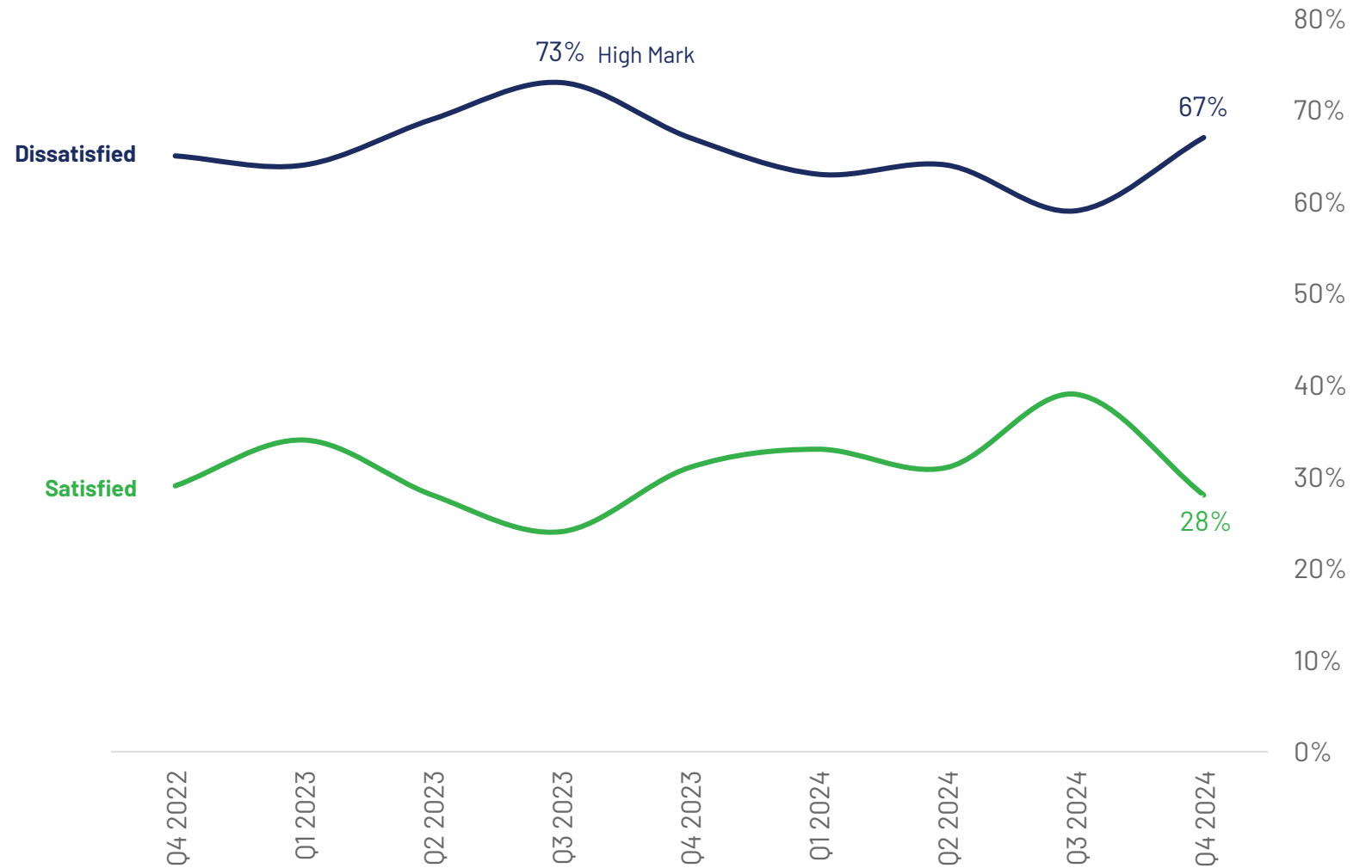
INSIGHTS ON

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U.S. Policy Opinion Makers Satisfaction with Direction of Country Trended



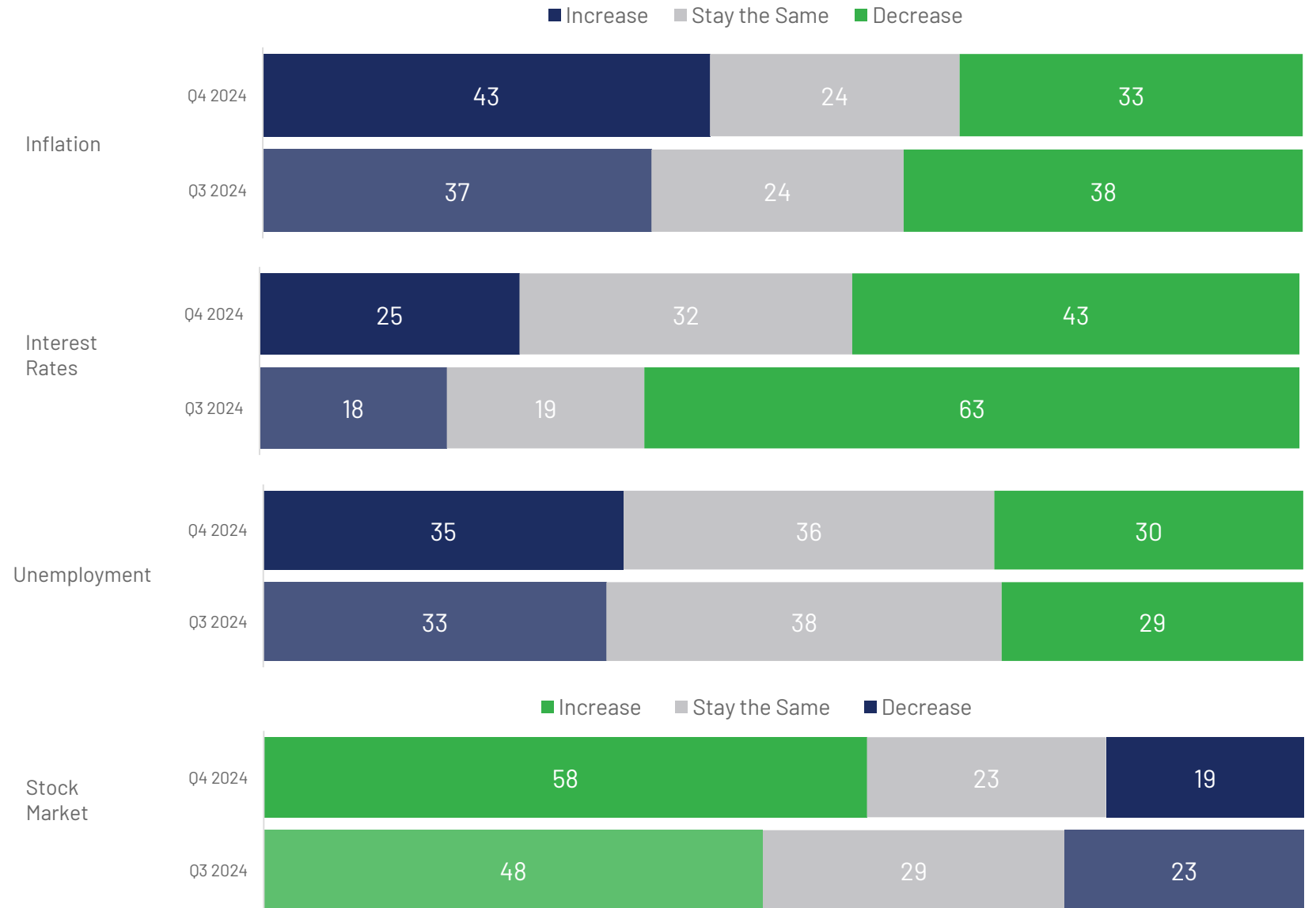
INSIGHTS ON

FINANCE

Tunnl asked U.S. Policy Opinion Makers about their perception of key financial indicators over the next six months.

Perceptions of financial indicators have shifted since Q3. Optimism around the stock market's rise contrasts with growing concerns over inflation, interest rates, and unemployment.

U.S. Policy Opinion Makers Perception of U.S. Financial Indicators

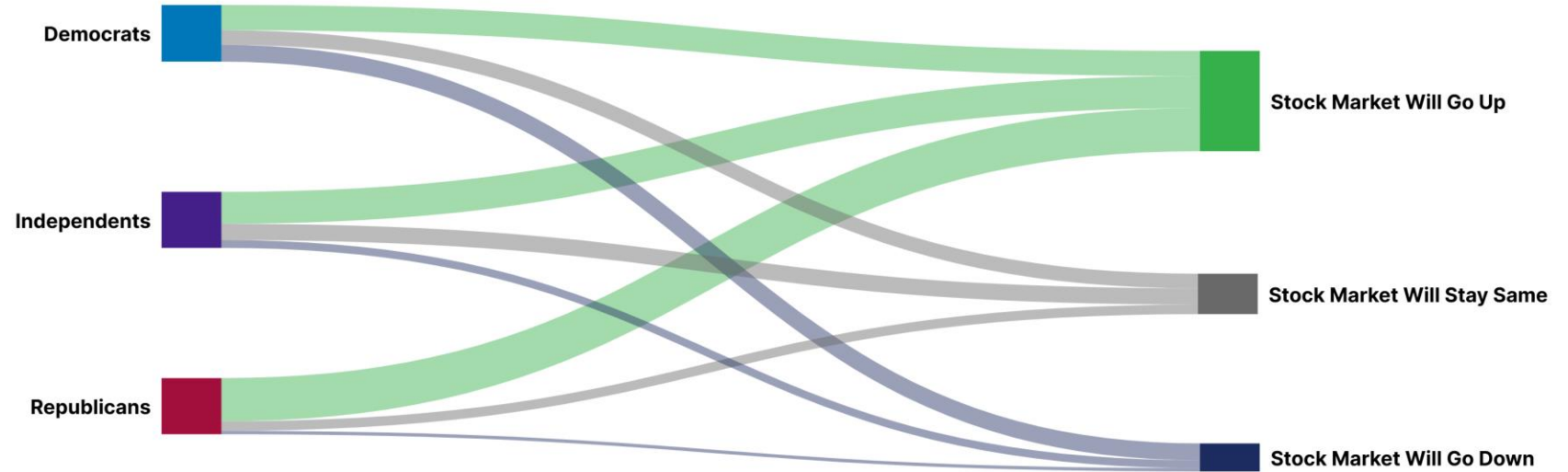


INSIGHTS ON
FINANCE

A majority of all U.S. Policy Opinion Makers (58%) now think the Stock Market will go up in the next six months.

This is driven by a post-elect shift in sentiment from both Republican and Independent Policy Opinion Makers who now have more confidence in this metric, compared to their Democrat counterparts.

**U.S. Policy Opinion Makers Perception of U.S. Financial Indicators
Stock Market**



	Q3 2024	Q4 2024	Q3-Q4
	<i>Stock Market Will Go Up</i>	<i>Stock Market Will Go Up</i>	<i>Change</i>
Democrats	59%	45%	-14
Independents	30%	57%	+27
Republicans	37%	77%	+40

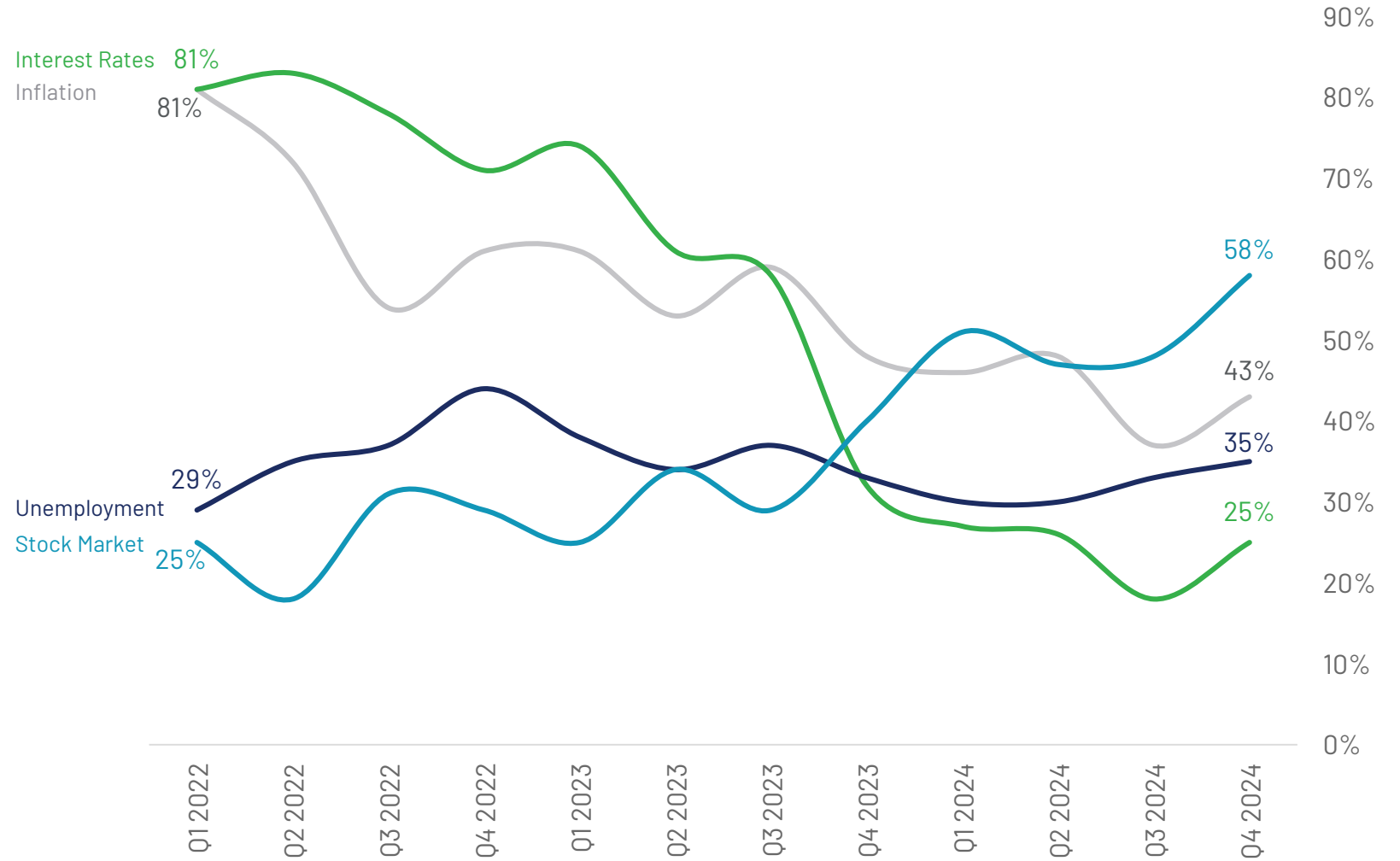
INSIGHTS ON
FINANCE

U.S. Policy Opinion Makers' perception of four key financial indicators has shifted in response to recent economic trends.

Looking over our two-year trend, concerns about increased unemployment have stayed within a tight boundary and relatively flat.

At the beginning of 2022, there was a nearly unanimous belief Interest Rates and Inflation would continue to increase. Now, less than half still hold those views.

**U.S. Policy Opinion Makers Perception of U.S. Financial Indicators
Trended % Who Believe Increase Will Happen**



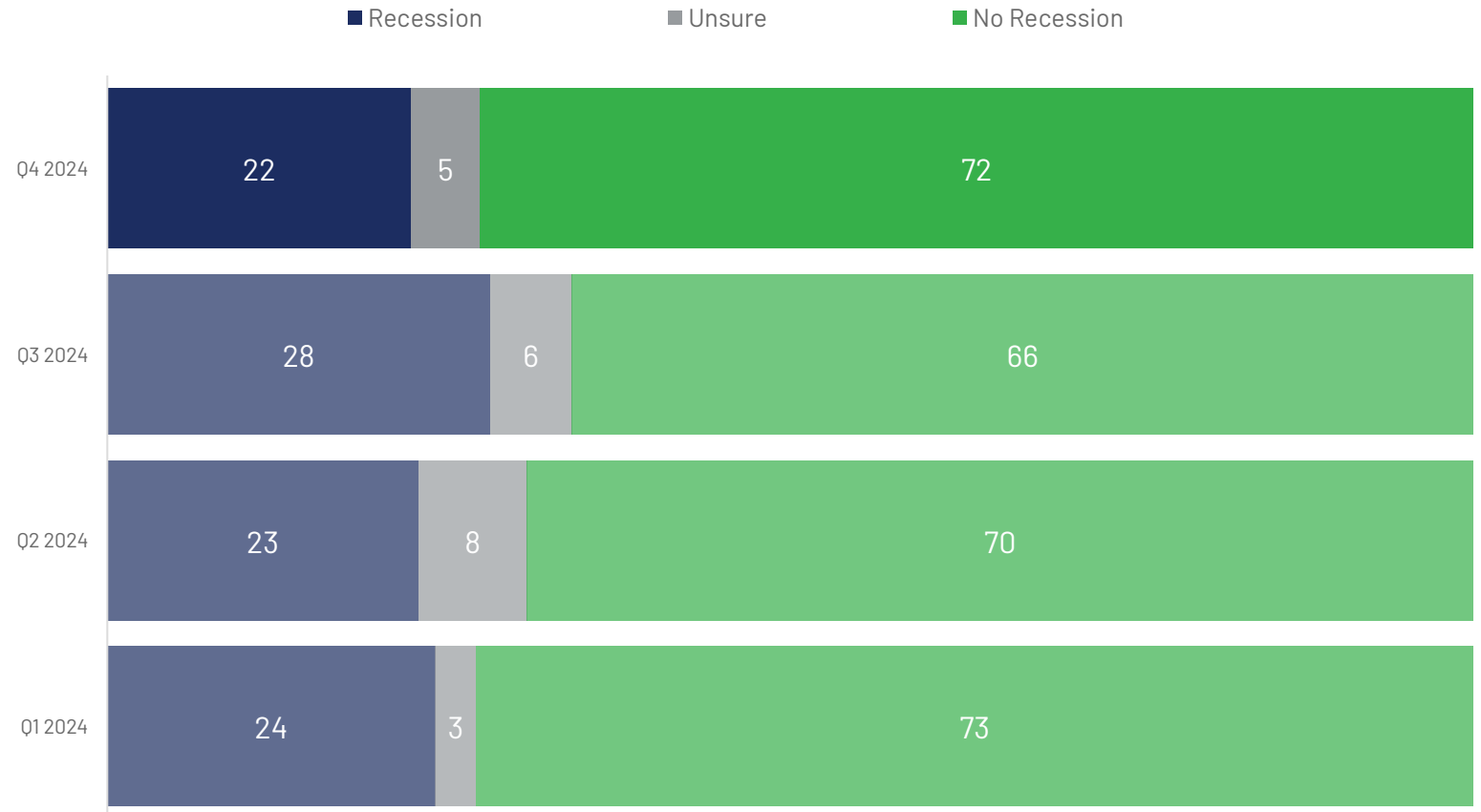
INSIGHTS ON

RECESSION

U.S. Policy Opinion Makers' perception of potential for recession in the next six months.

Optimism extends to nearly three-fourths (72%) of Policy Opinion Makers who believe the country will avoid a recession.

U.S. Policy Opinion Makers Views on Potential for Recession

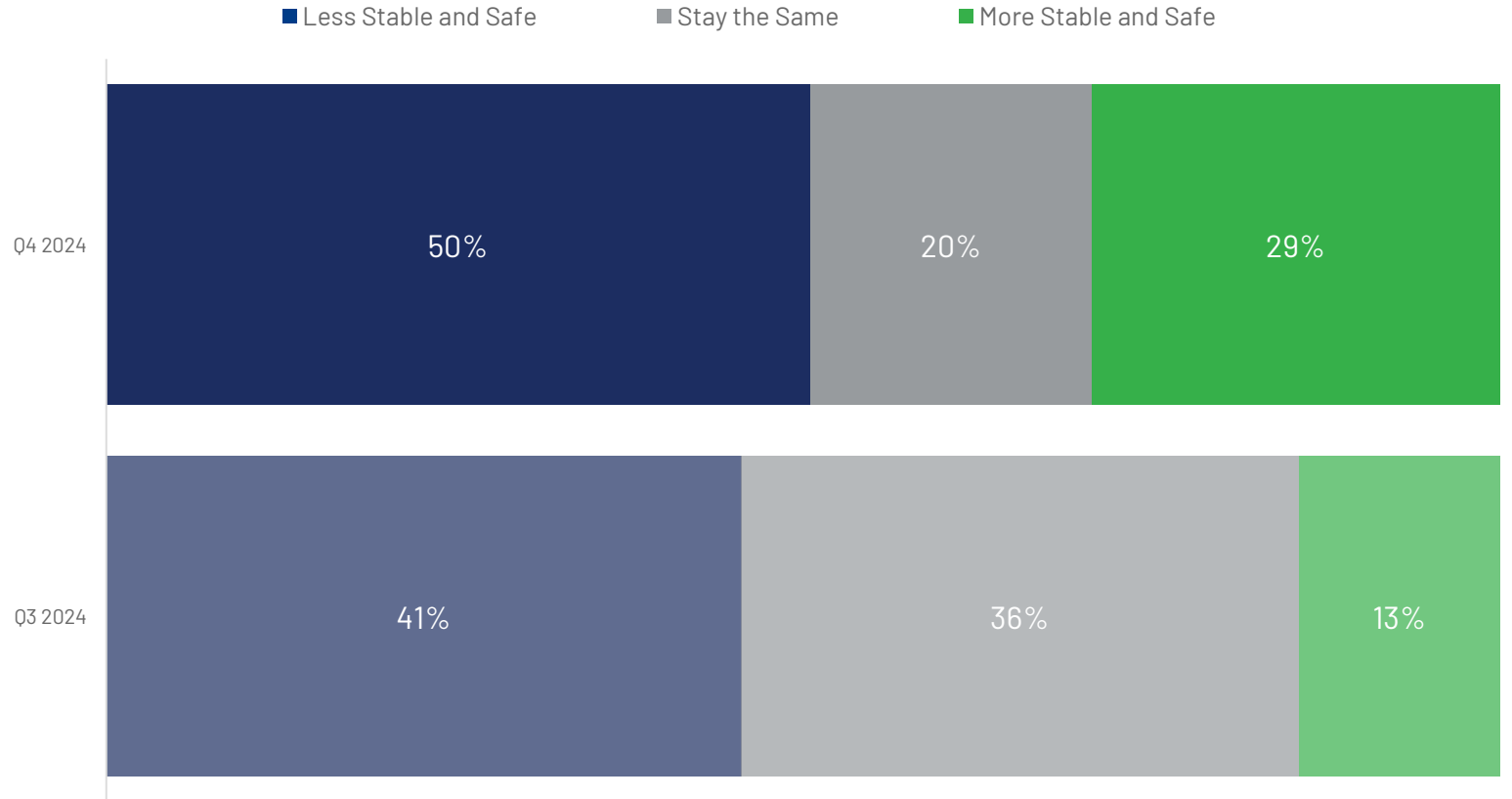


INSIGHTS ON
SAFETY

World safety perceptions are in flux reflecting the dynamic nature of global conflict and major domestic issues.

Fewer Policy Opinion Makers believe conditions will stay the same. Opinion Makers are more decisive on world safety and stability this quarter, with half saying things will be less stable and safe.

U.S. Policy Opinion Makers View on World Safety

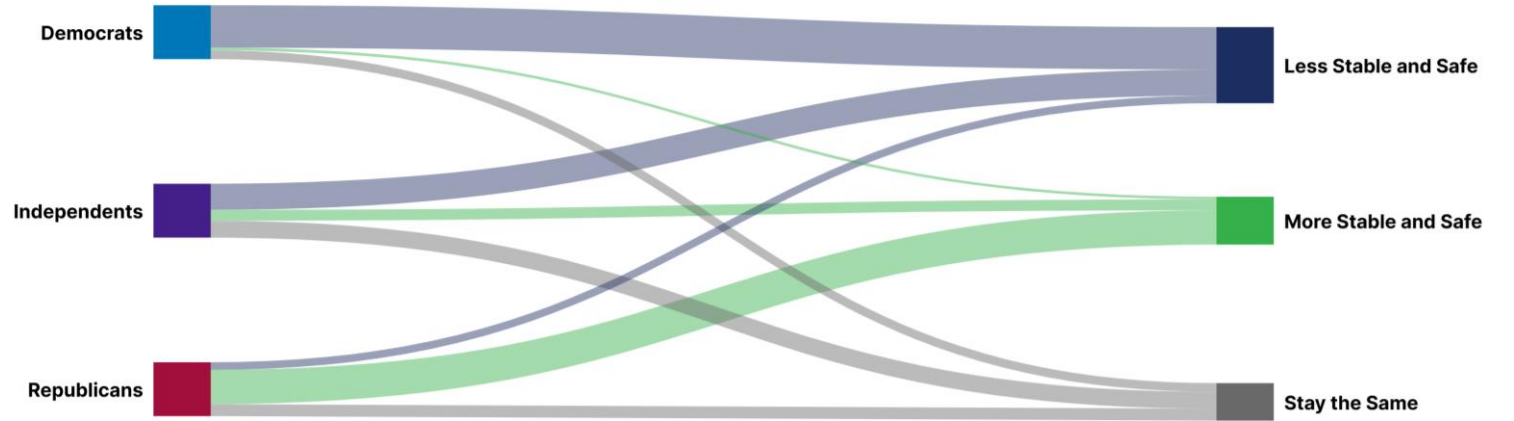


INSIGHTS ON
SAFETY

Perceptions of world conflict are viewed by Policy Opinion Makers through a heavy partisan lens.

Headed up to Election Day, almost two-thirds of Republicans were predicting a less safe and stable future for the world. That worldview has shifted dramatically and been replaced by Policy Opinion Makers who identify as Democrat and see a more conflict-forward future.

U.S. Policy Opinion Makers View on World Safety



	Q3 2024 <i>Less Stable and Safe</i>	Q4 2024 <i>Less Stable and Safe</i>	Q3-Q4 <i>Change</i>
Democrats	25%	78%	+53
Independents	43%	48%	+5
Republicans	63%	14%	-49

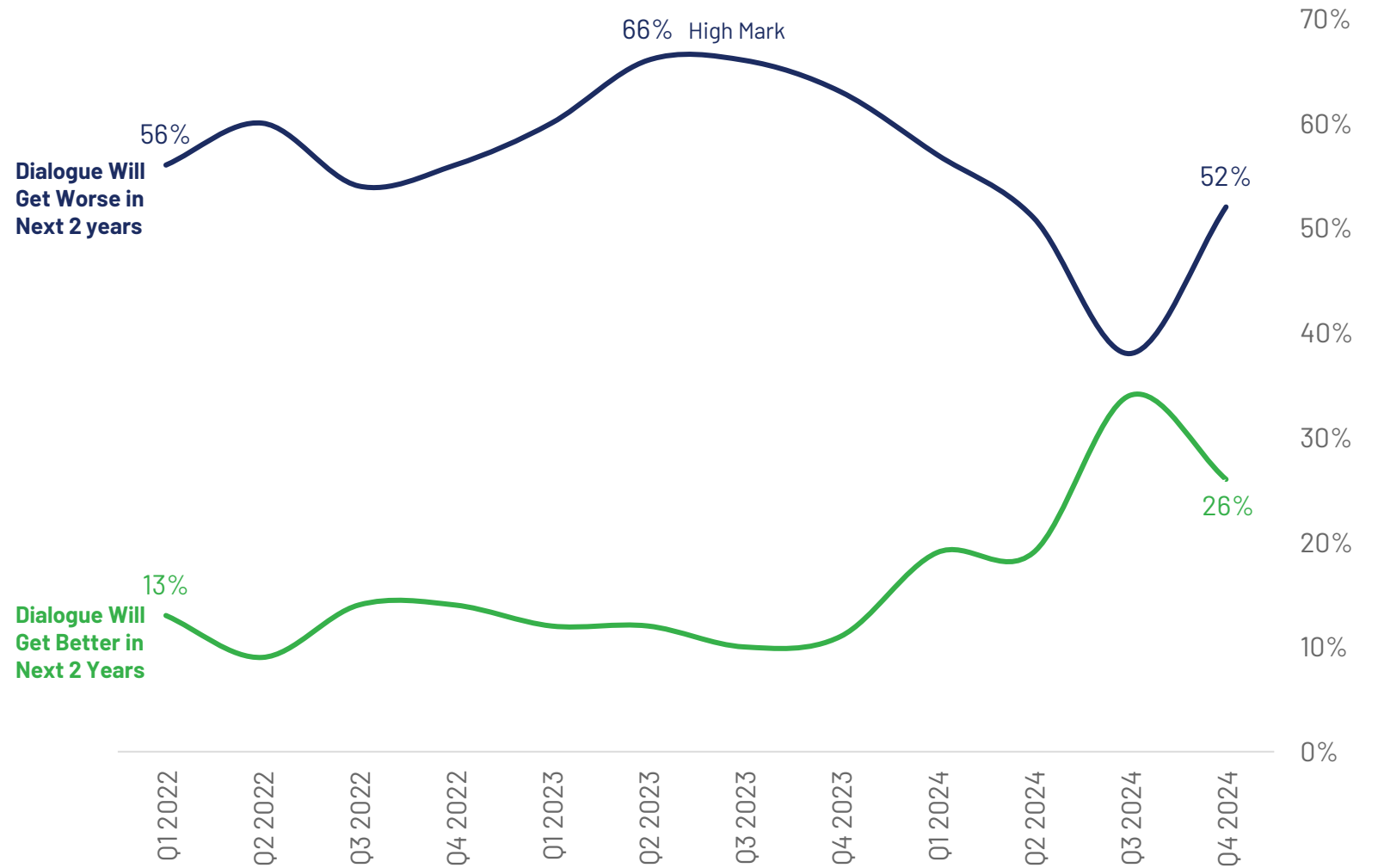
INSIGHTS ON

DISCOURSE

Policy Opinion Makers were at a crossroads in their perceptions of civil discourse in Q3 and what they predicted out for the next two years.

Since then, more OPMs believe political and civil dialogue will get worse in the next two years.

U.S. Policy Opinion Makers Futurecasting the State of Political and Civil Dialogue Trended



INSIGHTS ON

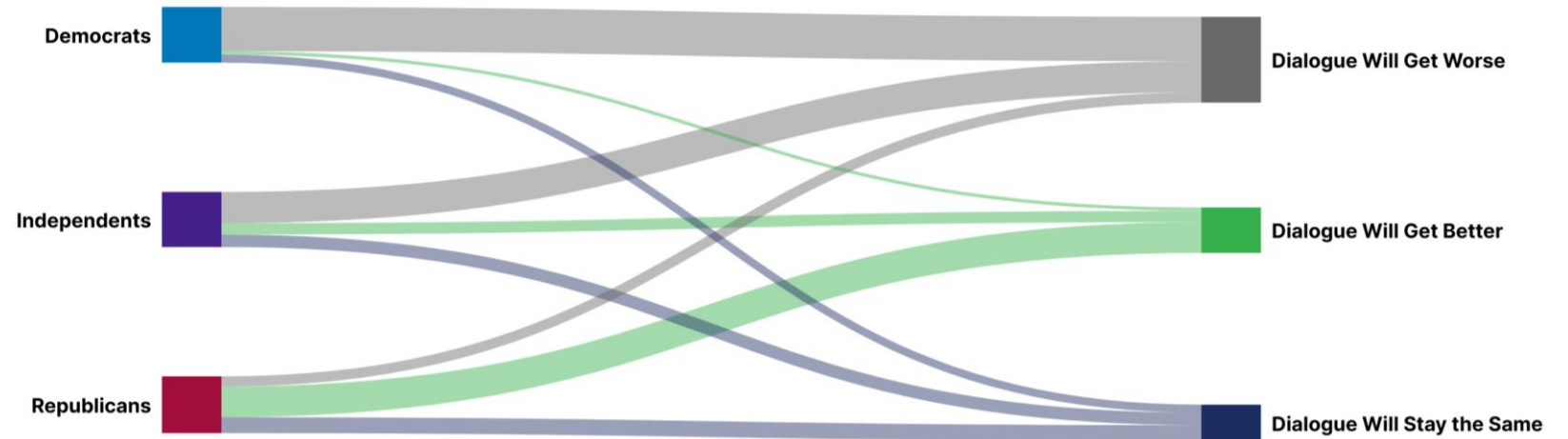
DISCOURSE

Perceptions of political and civil dialogue have become more polarized.

In Q3, half of Republicans expected political dialogue to get worse, dropping by 32-points in the last 75 days.

An overwhelming majority of Democrats (78%) expect dialogue to worsen over the next two years, a more than 50-point increase in the same period of time.

U.S. Policy Opinion Makers Futurecasting the State of Political and Civil Dialogue



	Q3 2024	Q4 2024	Q3-Q4
	<i>Dialogue Will Get Worse</i>	<i>Dialogue Will Get Worse</i>	<i>Change</i>
Democrats	26%	78%	+52
Independents	52%	55%	+3
Republicans	50%	18%	-32

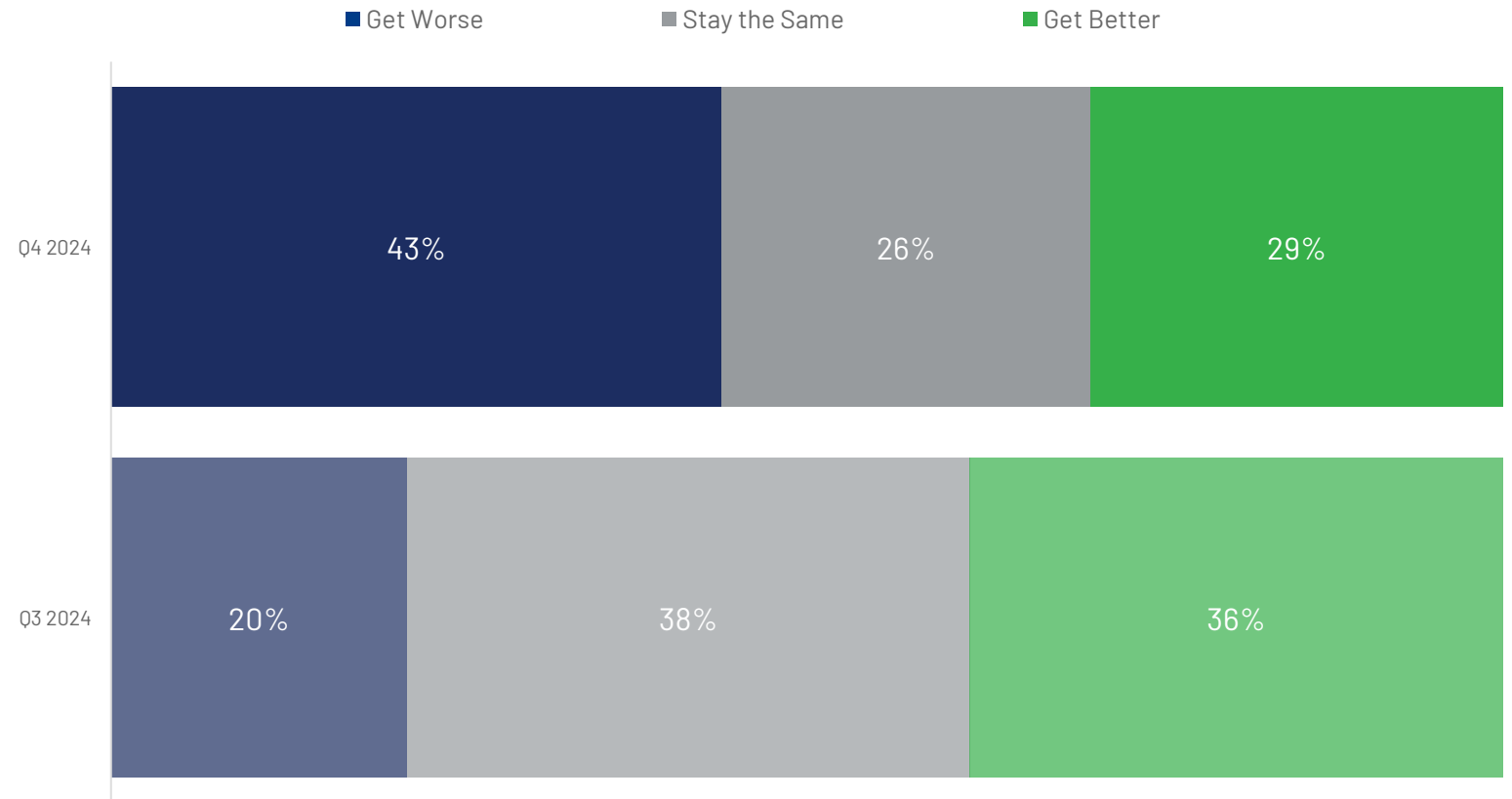
INSIGHTS ON

RACE RELATIONS

Policy Opinion Makers are divided on the future of race relations. While opinions remain split, there has been a notable rise in the share of those who believe race relations will worsen over the next two years, also in line with partisan leanings.

A strong majority of 71% of Democrats believe race relations will get worse over the next two years, compared to only 6% of Republicans.

U.S. Policy Opinion Makers Views on the Future of Race Relations



Tunni has helped client ads reach more than **36M+** impressions in front of the U.S. Policy Opinion Makers so far this year and **197M+** since we culled this group into an addressable audience.



The Tunnl Platform empowers brands to make smarter, faster decisions.

We're leveraging AI and machine learning to deliver data-driven insights that seamlessly integrate research, targeting, and measurement.

We're transforming static data into dynamic strategies by helping organizations:

- **Identify** key audiences
- **Understand** evolving attitudes
- **Pinpoint** optimal communication channels
- **Reach** the same audience everywhere
- **Measure** campaign impact and optimize

Learn more and request a demo at tunnldata.com.

