

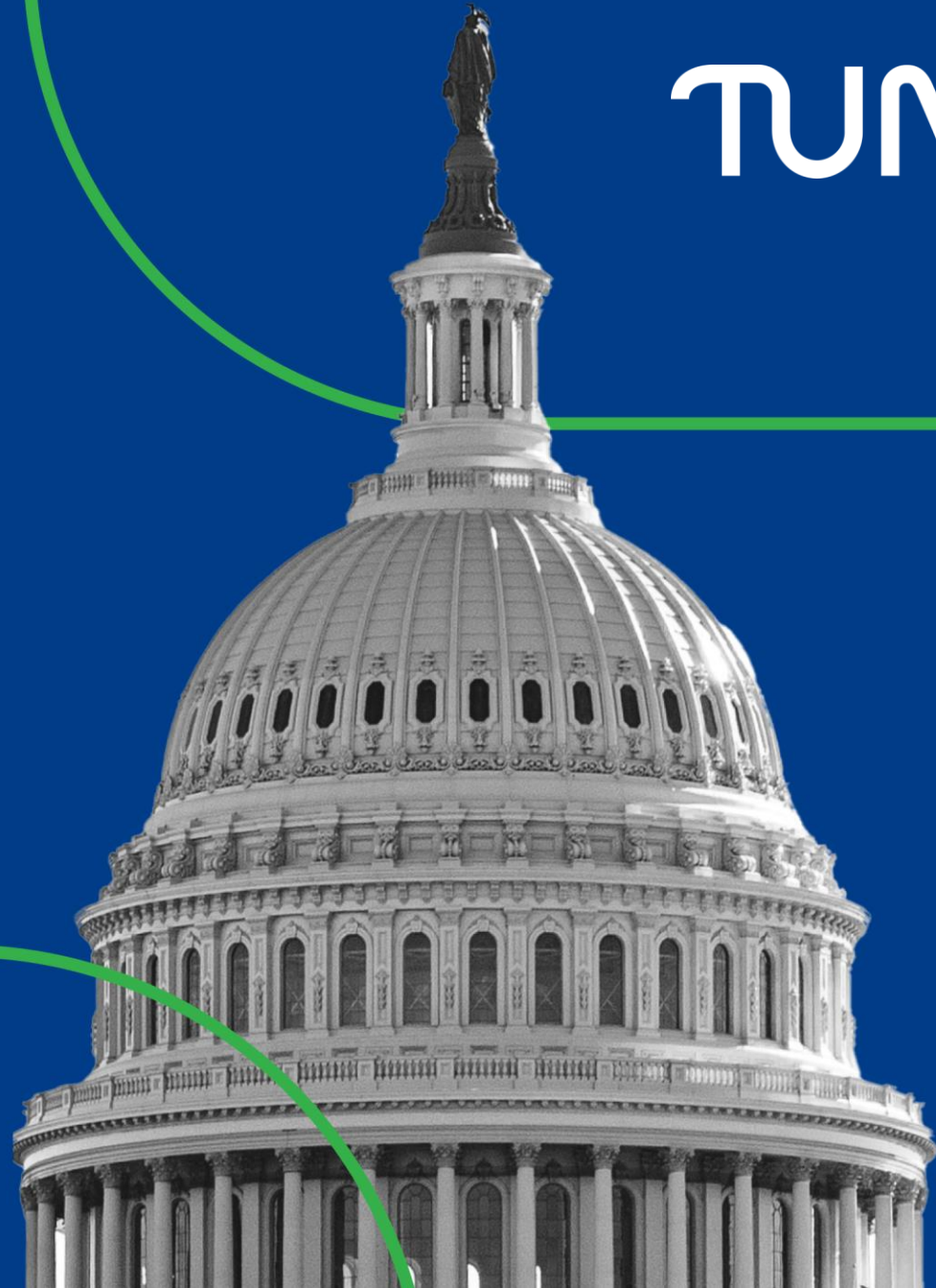
U.S. POLICY OPINION MAKERS

SUMMER 2024 OUTLOOK

FOR COMMUNICATIONS &
PUBLIC AFFAIRS LEADERS

A PREMIER AUDIENCE BY TUNNL

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WHO ARE THE

U.S. POLICY OPINION MAKERS

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

AND HERE'S WHERE THEIR
PREDICTIONS LANDED THIS SUMMER...



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OVERVIEW

FINANCE

STABILITY

POLITICS

THE TUNNL U.S. POLICY
OPINION MAKERS

OUTLOOK

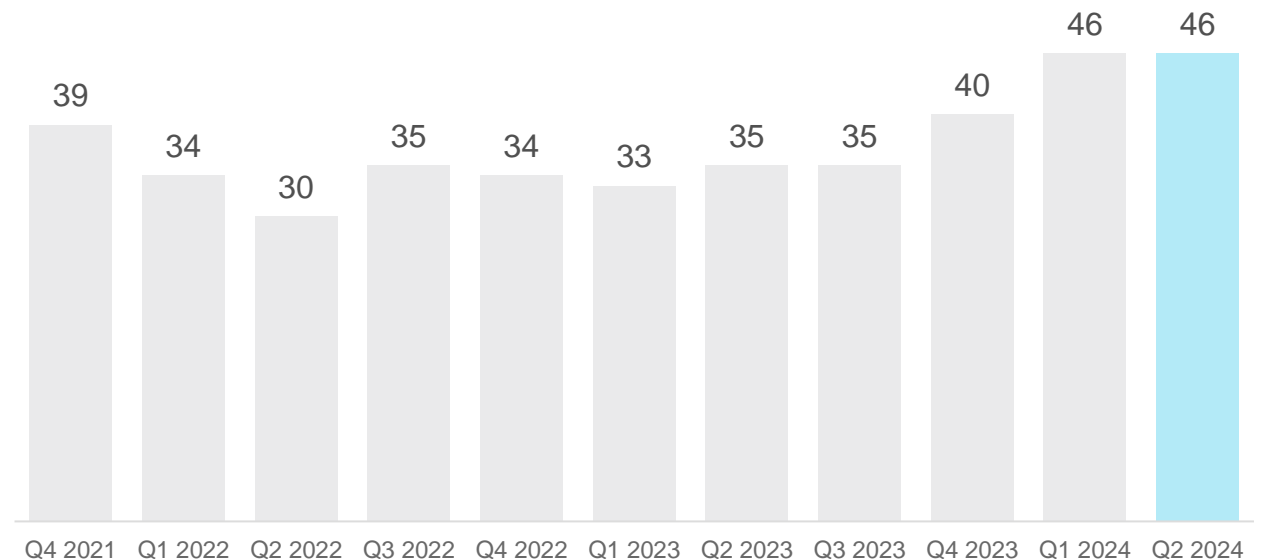
The current outlook may have reached a ceiling at 46, but there is more below the surface to consider.

Our Opinion Makers Outlook measures an ideal and optimistic score of up to 100 to reflect the current direction the United States is heading.

Using perceptions on interest rates, the stock market, unemployment, civil dialogue, race relations, and world safety, Tunnl has been reporting on this measure quarterly.

U.S. Policy Opinion Makers Outlook

46
OUT OF 100



The General Mood is Unchanged, but the Outlook on the Election Has Shifted

Momentum in the races for both the executive and legislative branches is perceived to have shifted toward the Republicans.

WHITE HOUSE



"After a 9-point gain for Trump, Trump and Biden are now break-even at 45%-45%."

U.S. HOUSE



"With a 4-point gain since last quarter, Republicans lead in likelihood to take the House."

U.S. SENATE



"With a 4-point gain since last quarter, Republicans lead in likelihood to take the Senate."

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OVERVIEW

FINANCE

STABILITY

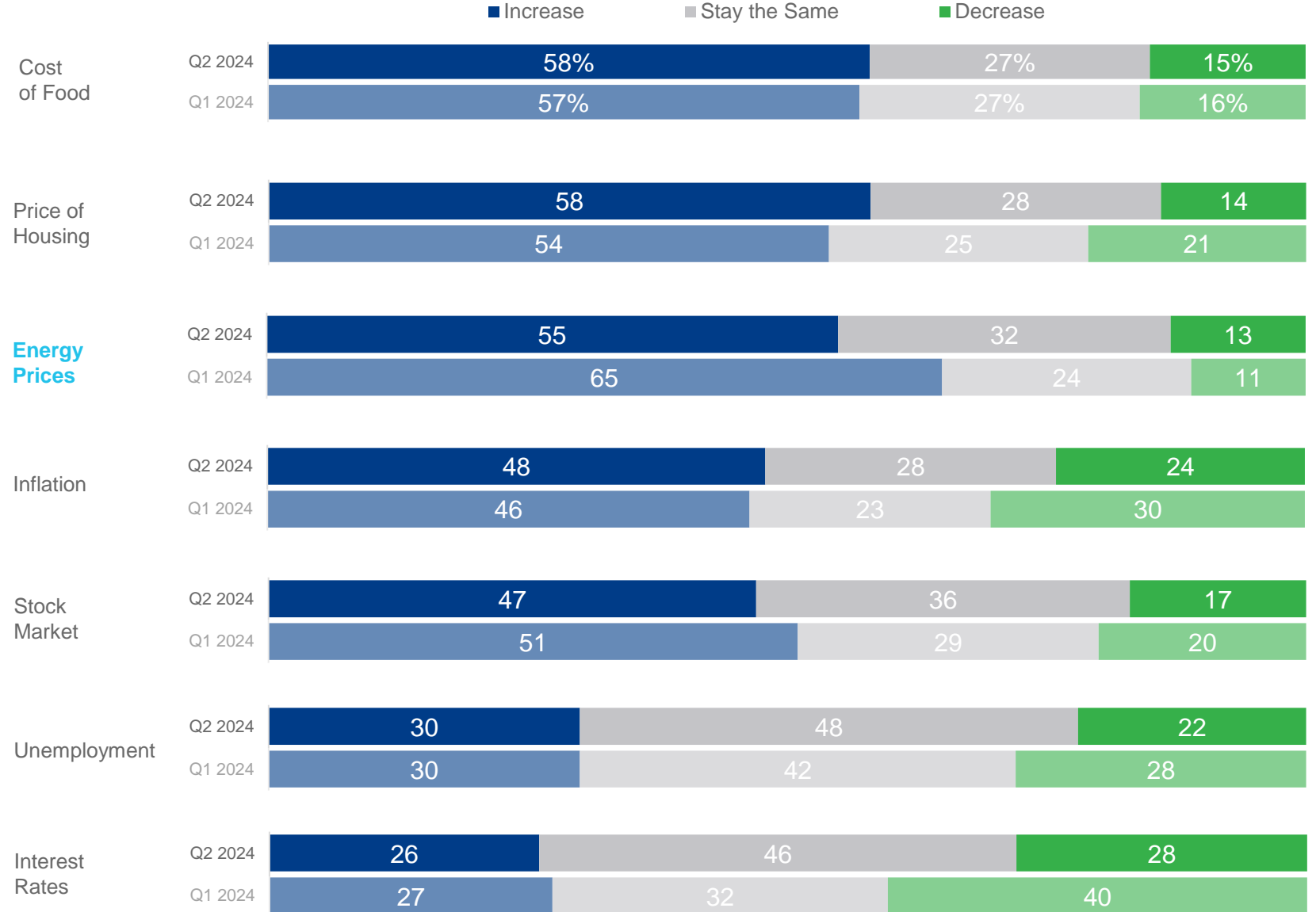
POLITICS

INDICATORS FOR FINANCE

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

Most U.S. Policy Opinion Makers see costs as increasing, and hopes of inflation cooling have subsided as people head into summer.

U.S. Policy Opinion Makers Perception of Financial Indicators



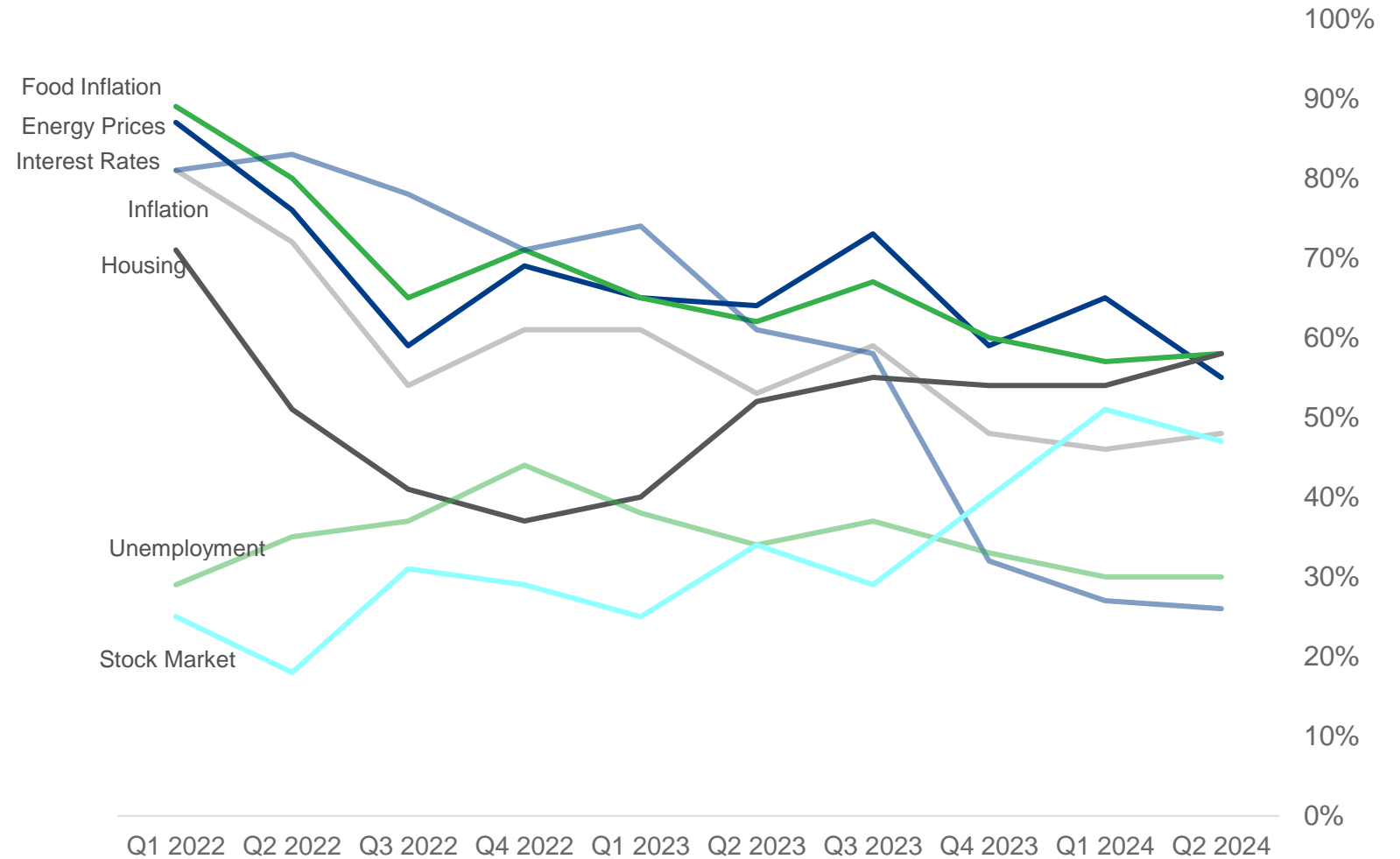
INDICATORS FOR FINANCE

Opinion Makers continue to have an optimistic outlook on the stock market, despite a slight decline.

Housing prices, however, are a point of pessimism: U.S. Policy Opinion Makers see housing prices staying high and likely increasing.

U.S. Policy Opinion Makers' perception of seven key financial indicators has fluctuated with the economy over the last two years.

U.S. Policy Opinion Makers Who Believe Financial Indicators Will Increase



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OVERVIEW

FINANCE

STABILITY

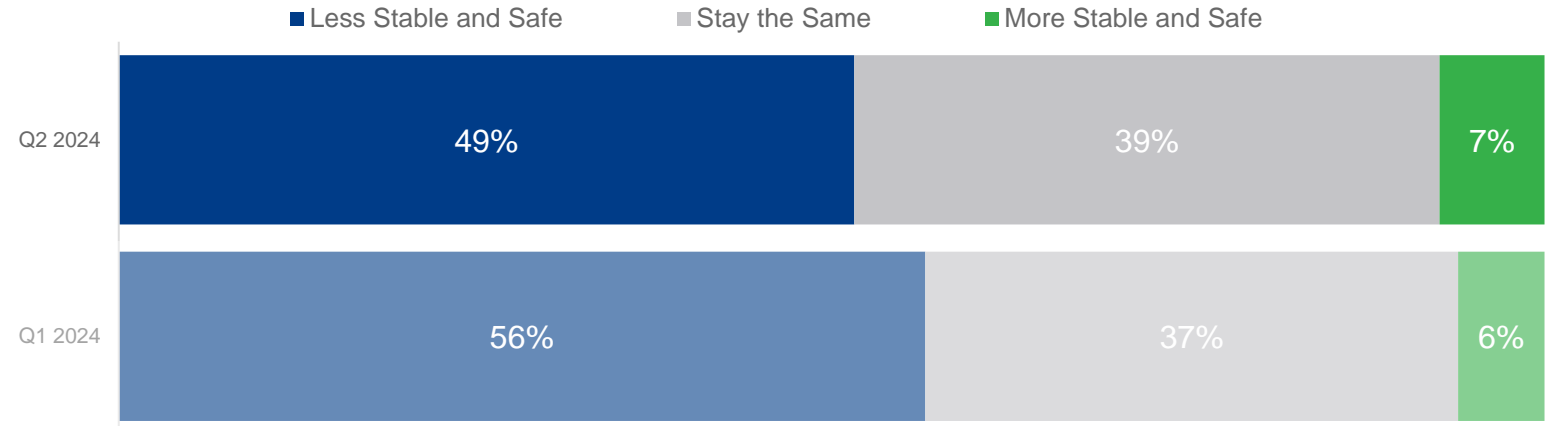
POLITICS

INDICATORS FOR STABILITY

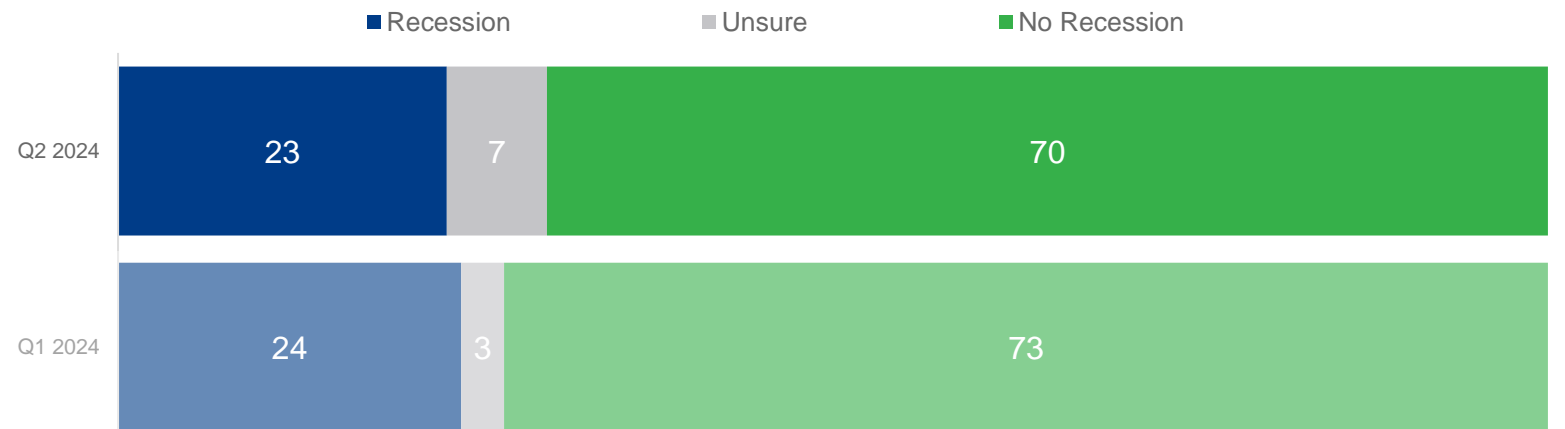
While almost half of U.S. Policy Opinion Makers believe that the world will be less stable and safe over the next six months, they are confident that there will not be a recession in the next six months.

Stability Indicators

U.S. Policy Opinion Makers View on World Safety



U.S. Policy Opinion Makers View on US Recession



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FINANCE

STABILITY

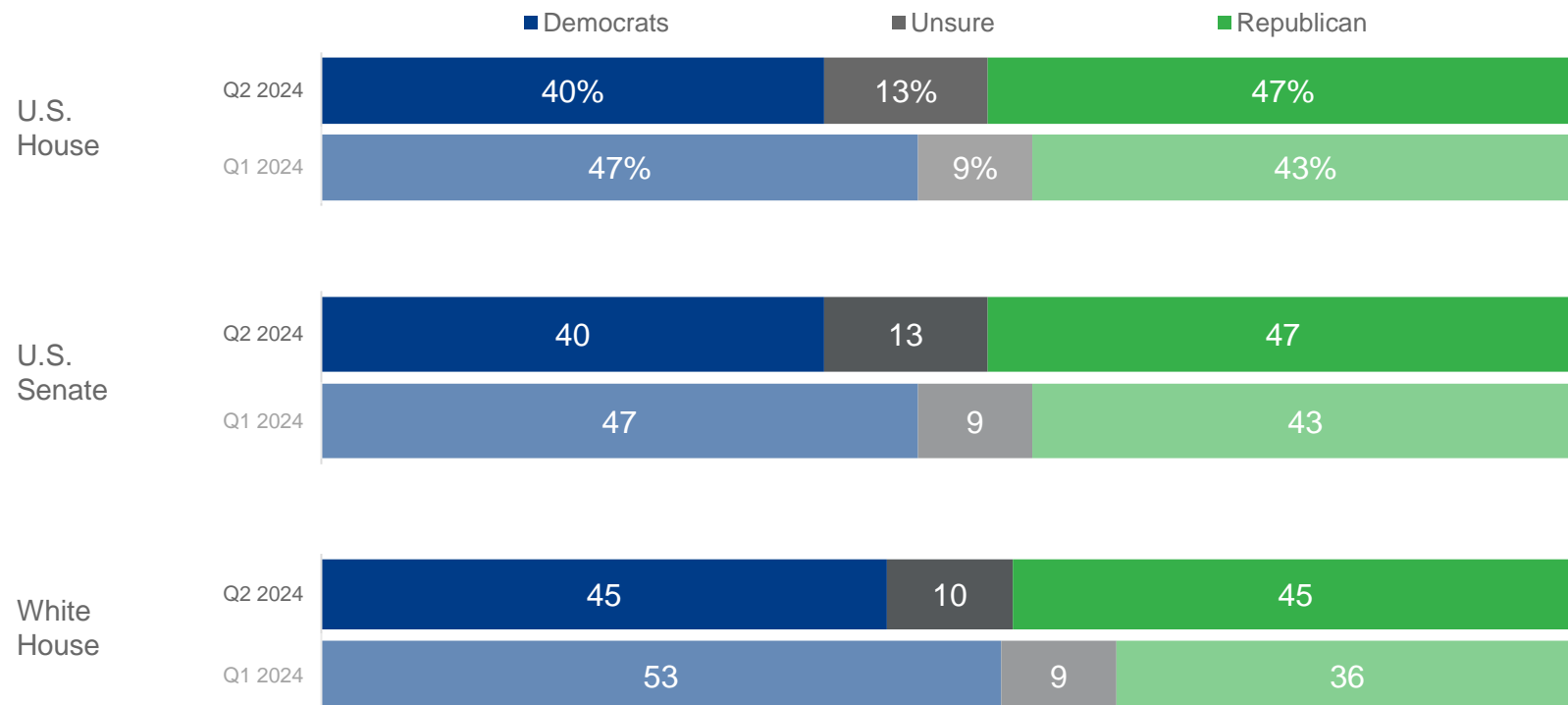
POLITICS

INDICATORS FOR POLITICS

Heading into summer, Opinion Makers' views of the election outcome have shifted away from Democrats.

The perceived likelihood of Democrats winning the House and Senate dropped, and the likelihood that Democrats keep the White House also dropped 8 points.

Which Party U.S. Policy Opinion Makers Think Will Gain Control in the Next Election



INDICATORS FOR
POLITICS

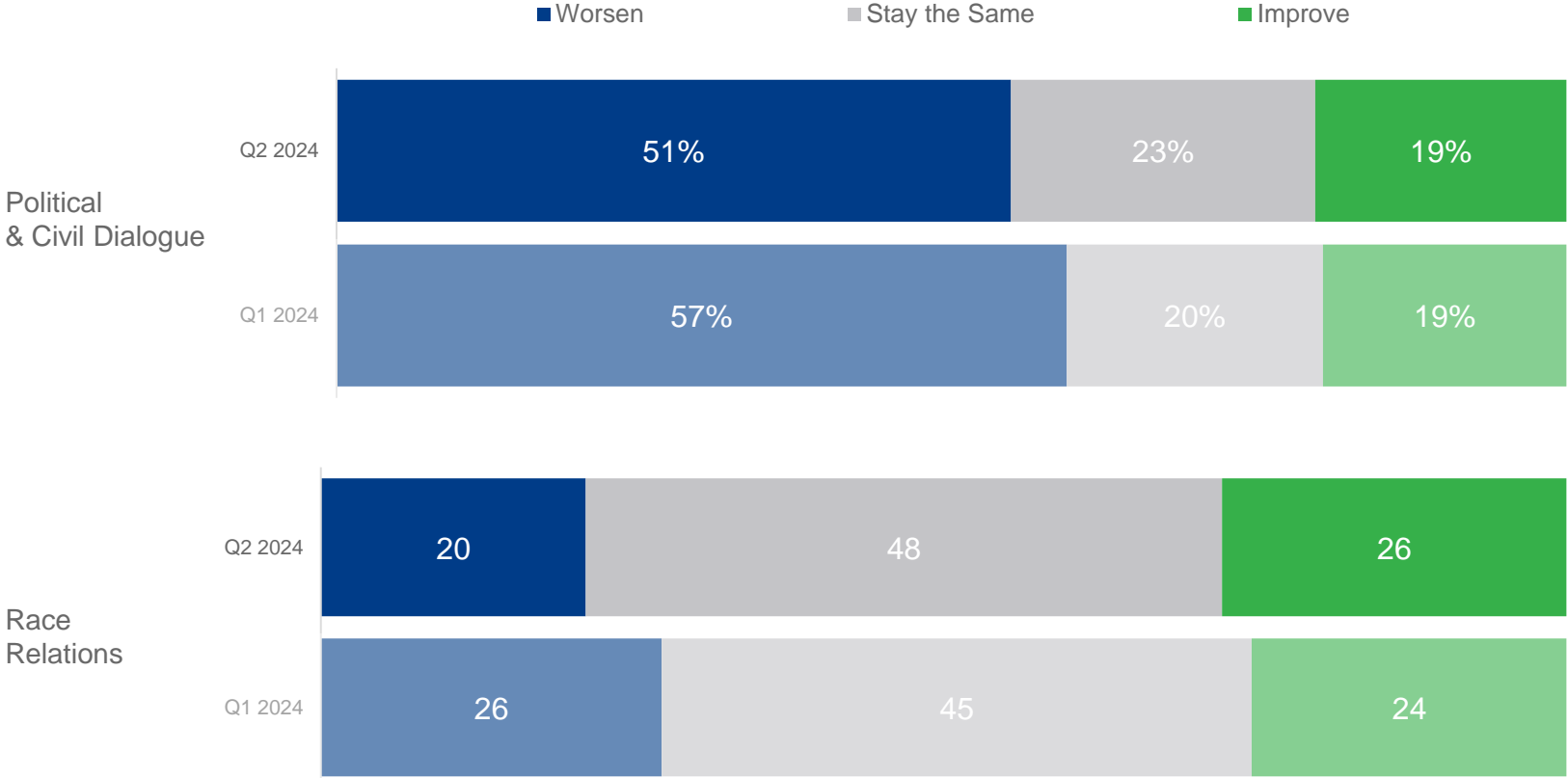


Only 20% of U.S. Policy Opinion Makers believe that a third-party candidate will receive more than 10% of the vote this November – a decline from almost a quarter of respondents in March.

INDICATORS FOR
POLITICS

Despite a contentious presidential race and heated debates in Congress, fewer people thought political dialogue would get worse.

**How U.S. Policy Opinion Makers Think
Political Conversations Will Change**





Is your campaign influencing the **policy makers**?

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.

WHO WE ARE

Tunnl is the leading provider of AI-powered, issue- and cause-based audience intelligence for brands, agencies, and associations looking to build meaningful connections with their audiences.

The Tunnl platform exclusively delivers actionable audience intelligence to advertisers and agencies. By streamlining optimization, measurement, and incremental reach, Tunnl provides a pathway for brands and organizations to reach and impact the audiences most important to them.

Built on over two decades of data and machine learning on America's attitudes and behaviors, Tunnl is best equipped to help you build better connections.

Learn more and request a demo at tunnldata.com.

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