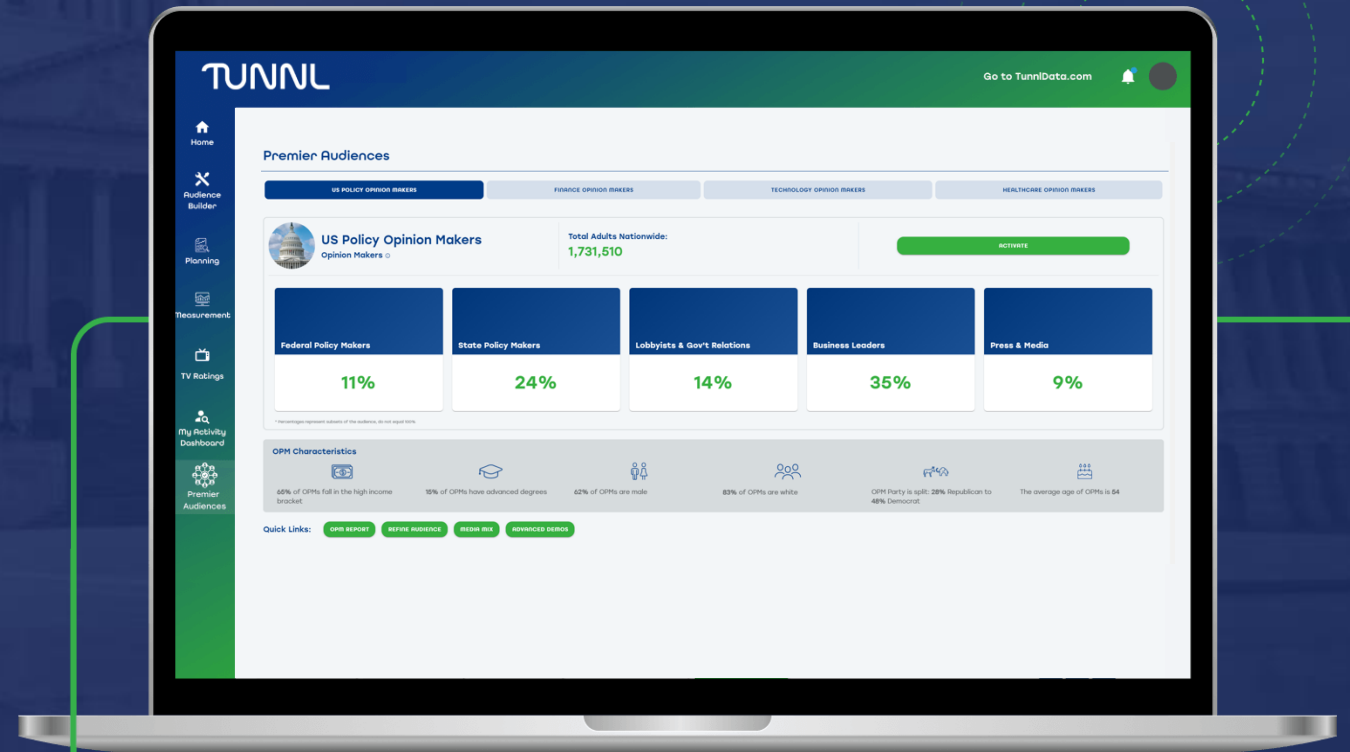


FALL 2024 OUTLOOK

# 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 September 16-19, 2024, among 600 members of Tunnl's premier U.S. Policy Opinion Makers audience. The margin of error is +/- 4% at a 95% confidence level. The Federal Reserve announcing interest rate cuts came at the midpoint of this study being fielded. This study was also fielded before further conflict escalations in the Middle East.



# TUNN

Redefining Audience Intelligence



Overview

Finance

Stability

Politics

# OUTLOOK

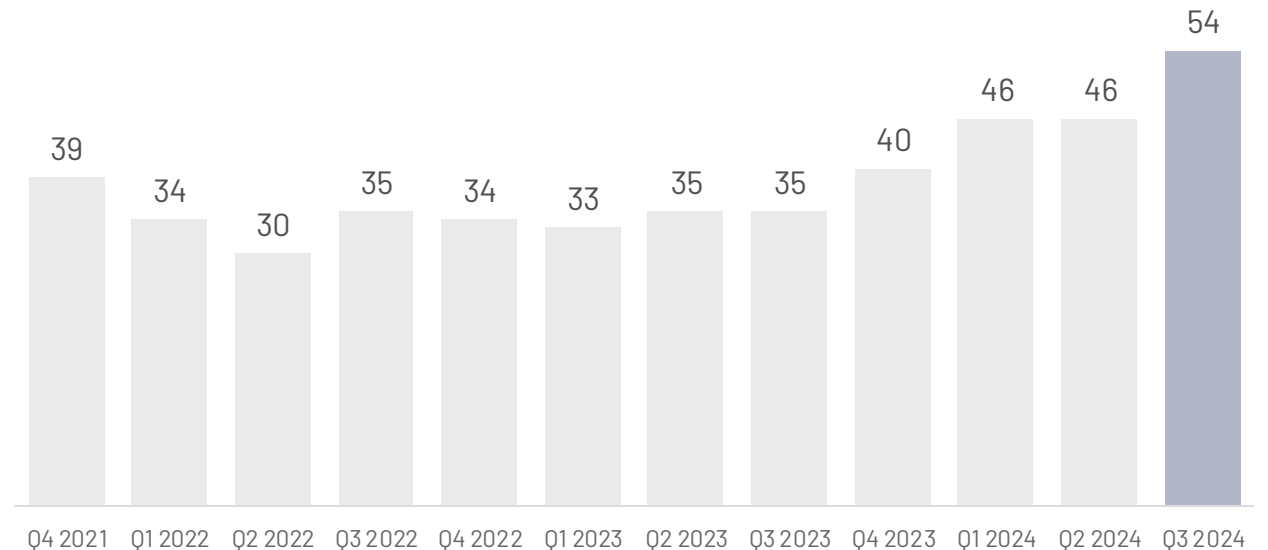
Policy Opinion Makers report the highest levels of optimism ever recorded in this index.

*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.*

## U.S. Policy Opinion Makers Outlook

# 54



## HIGHLIGHTS ON

# WHAT'S CHANGED SINCE JUNE

It's been just over 100 days since Tunnl's Q2 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:

- **Biden and Trump held their first debate**
- **Global conflicts continued in Eastern Europe and intensified in the Middle East**
- **Biden dropped out of the presidential race and endorsed Harris**
- **Both presidential campaigns selected their Vice-Presidential candidates**
- **The Democratic and Republican parties held their nominating conventions**
- **Congress passed a short-term spending bill to avert a government shutdown**
- **The Federal Reserve cut interest rates**



### Better Interest Rates?

Financial optimism is on the rise and Policy Opinion Makers think prices are coming down.



### More Stability and Safety?

Safety and political dialogue concerns are shifting, and this could be the start of a positive trend.



### Locked In On the Debate?

Nearly all Policy Opinion Makers watched at least some of the debate, and the vast majority agree on who won.




### Harris in the White House?

In June, Policy Opinion Makers were divided between candidates. However, they are showing increased confidence in Harris.

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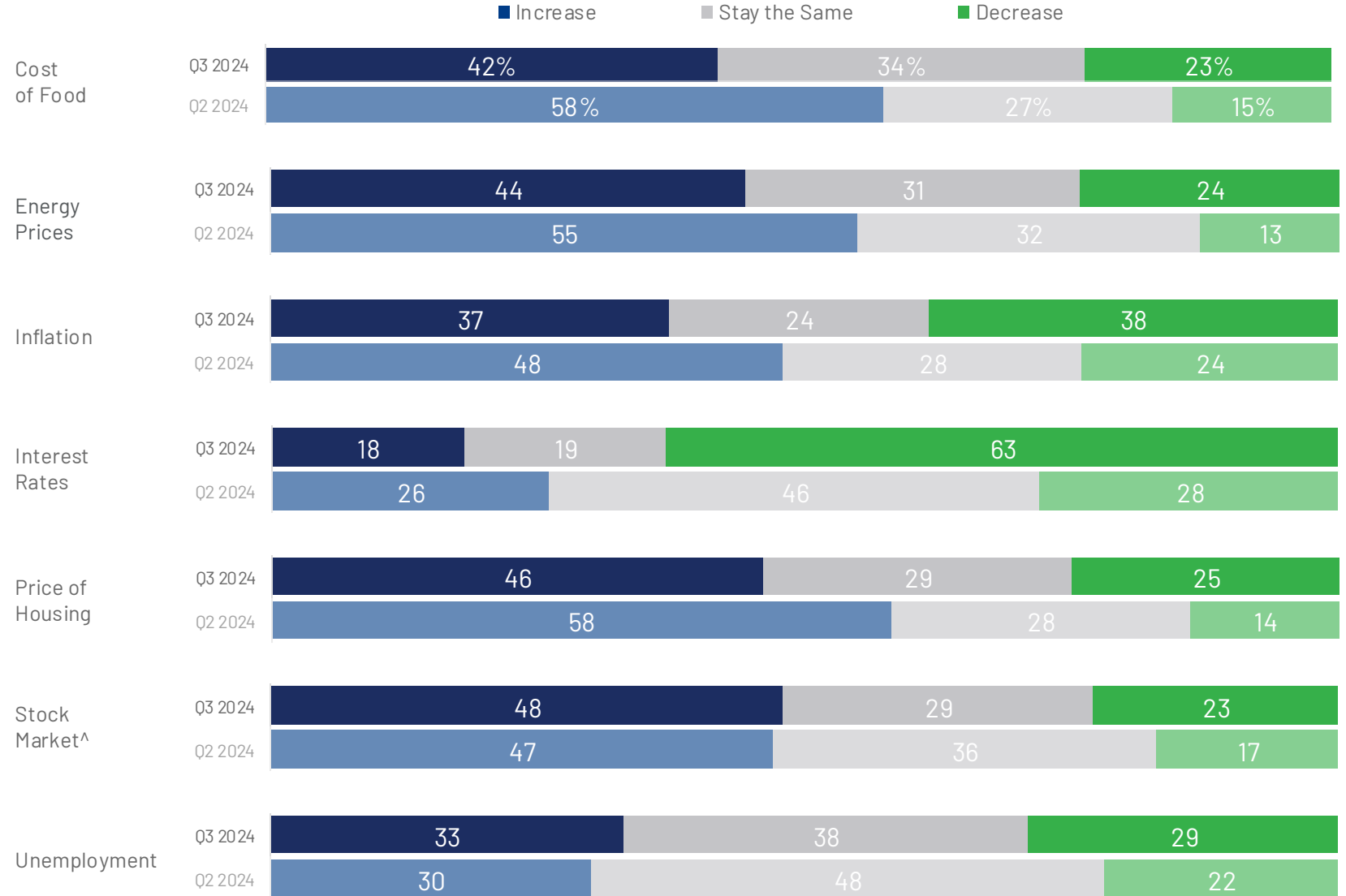
INDICATORS FOR

# FINANCE

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

A major shift in perceptions of interest rates followed the U.S. Federal Reserve's recent rate cut. Optimism extended to inflation, food, and housing prices.

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



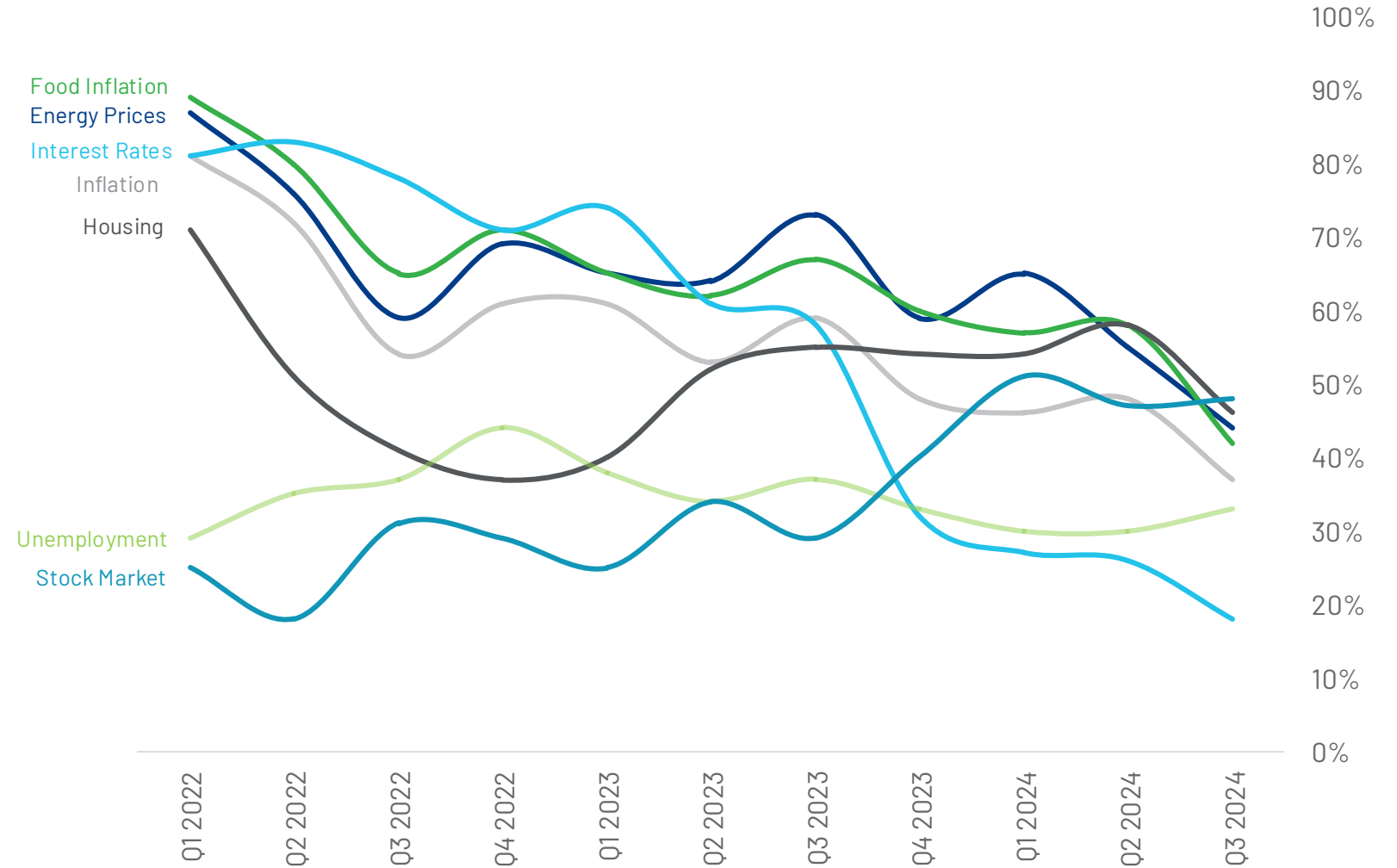
<sup>^</sup>The stock market numbers experienced a shift after the fed rate cut announcement with 55% post announcement saying there would be a market increase. All other financial indicators stayed relatively stable pre to post announcement.

## INDICATORS FOR FINANCE

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

With renewed optimism about the country's financial outlook, Opinion Makers see fewer negative indicators rising, with unemployment being a possible exception.

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





## INDICATORS FOR

# FINANCE

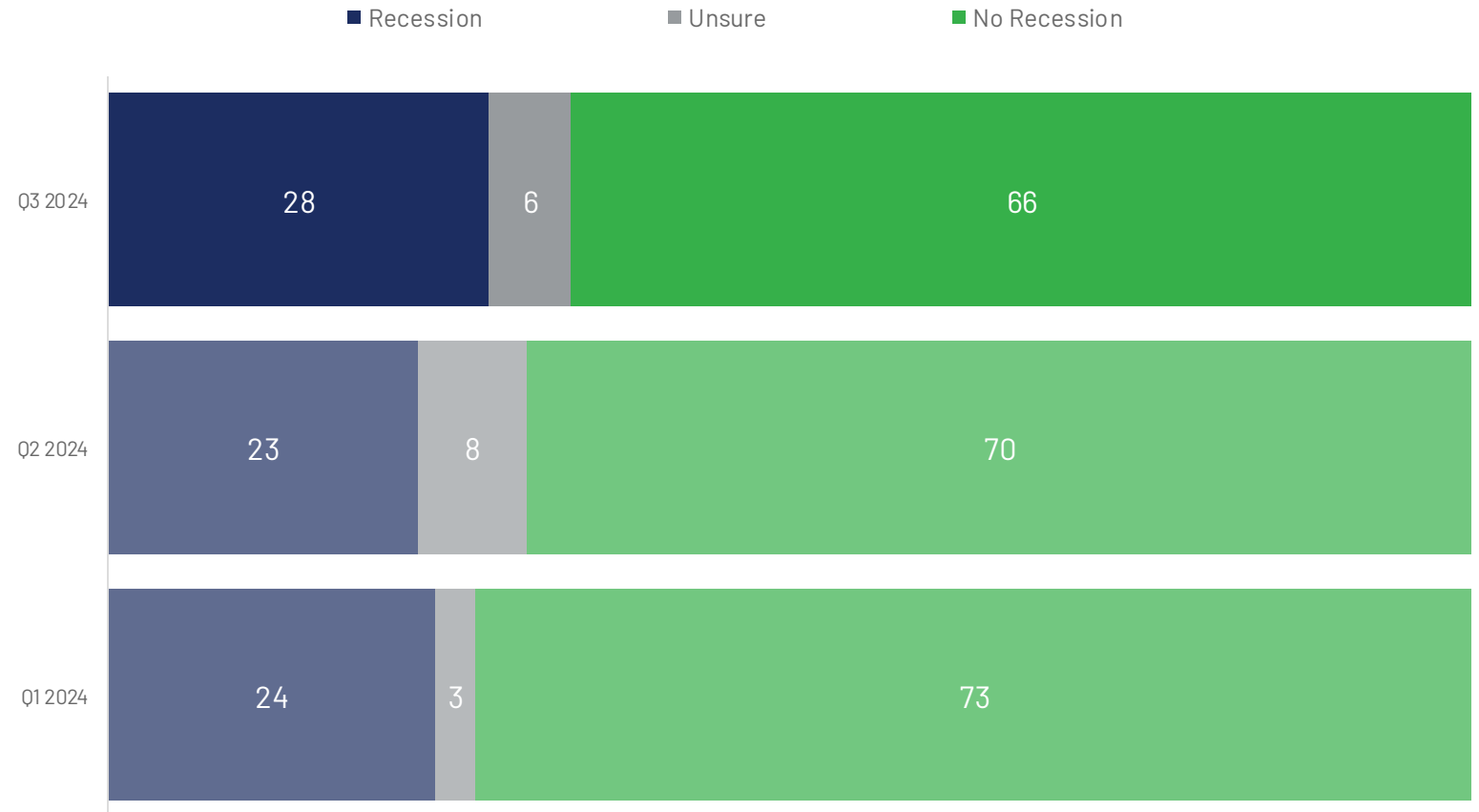
*U.S. Policy Opinion Makers' perception of potential for recession in the next 6 months.*

Optimism extends to two-thirds of Policy Opinion Makers who believe the country will avoid a recession.

However, a small group of conservative-leaning OPMs have expressed increased concern about a potential recession.


## Finance Indicators

U.S. Policy Opinion Makers View on U.S. Recession



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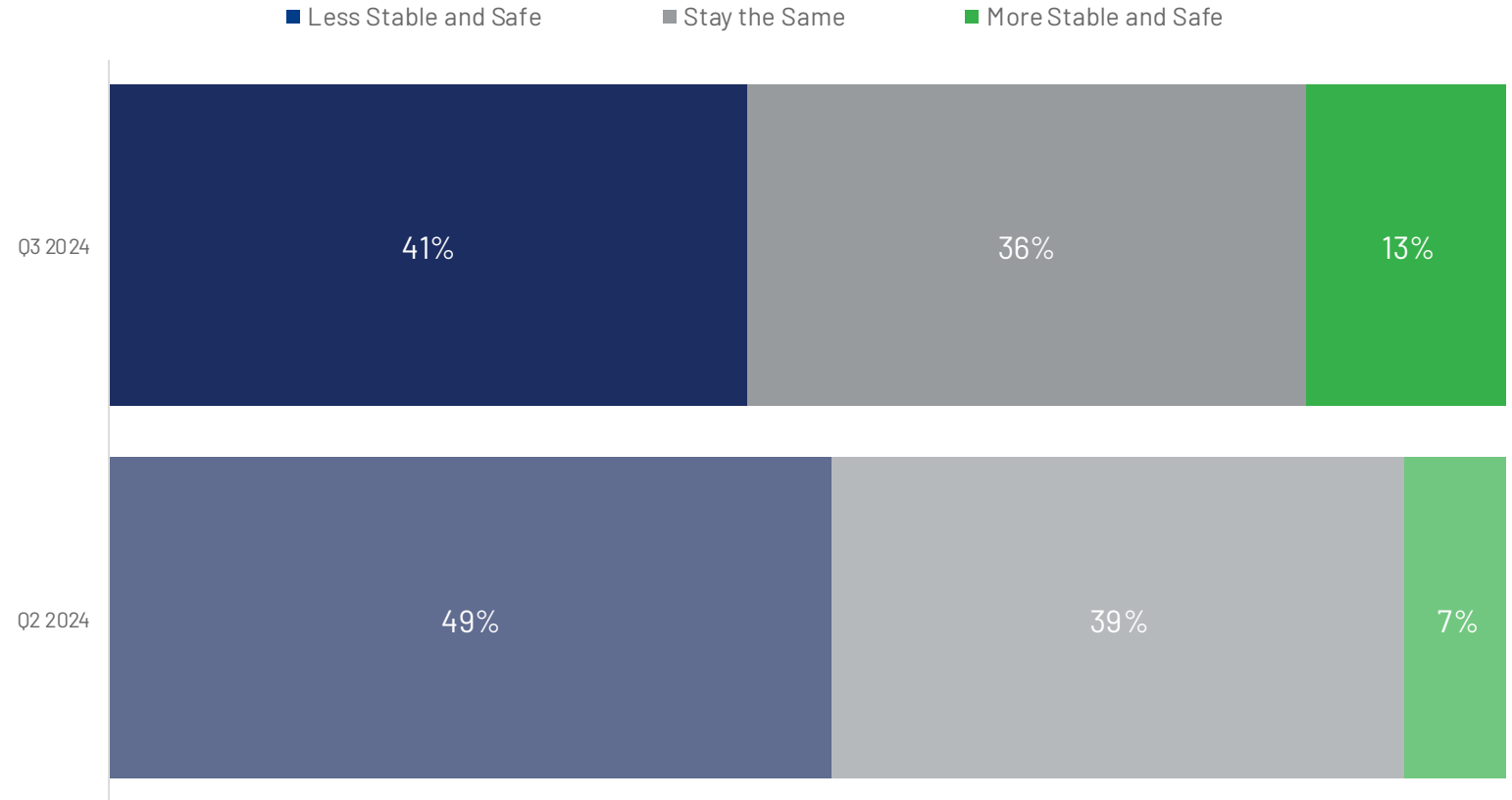
INDICATORS FOR

# STABILITY

Economic optimism also extends to perceptions of global safety. However, it's important to note *this study was conducted before the recent escalations in Middle East conflicts.*

## Stability Indicators

U.S. Policy Opinion Makers View on World Safety\*



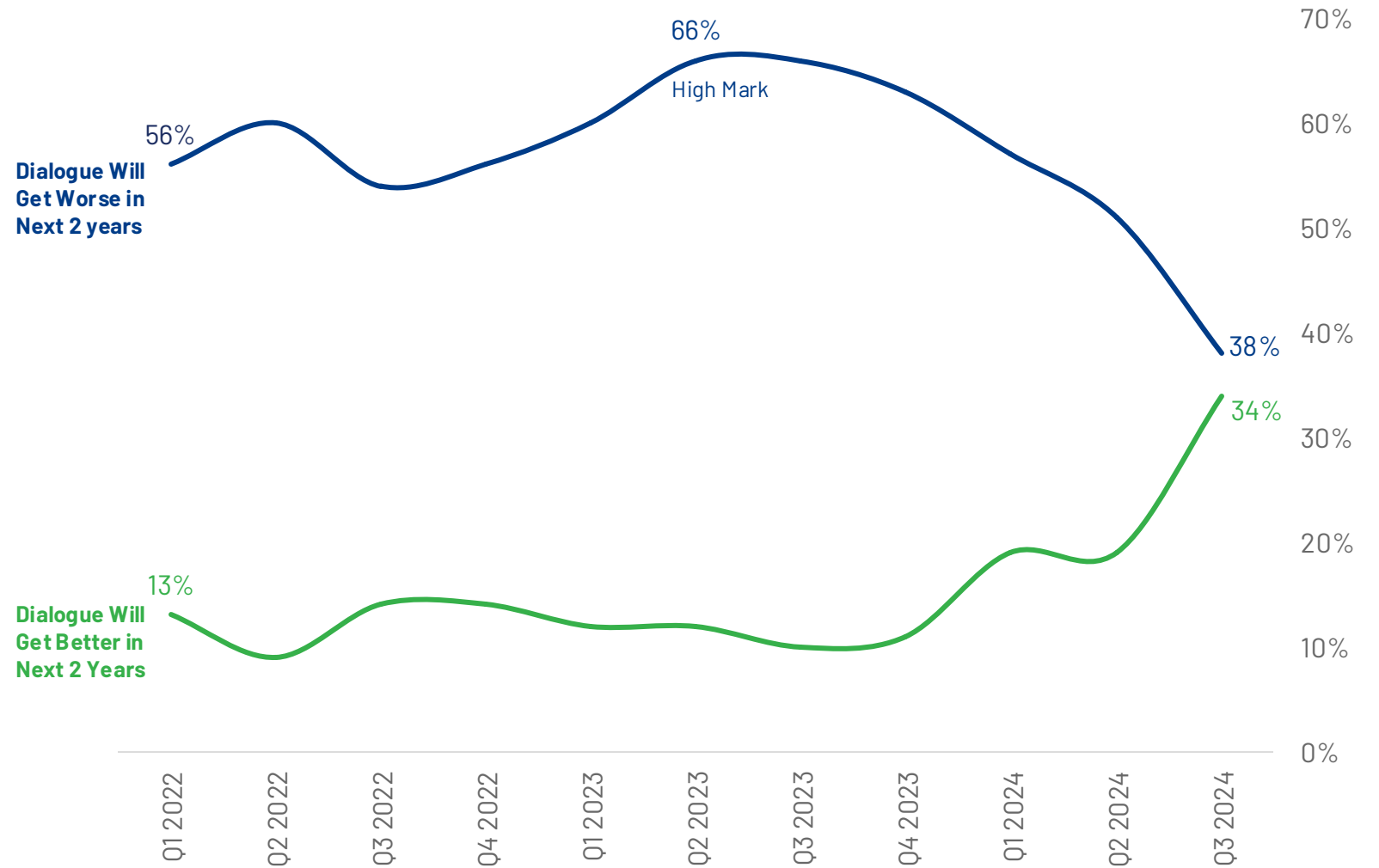
INDICATORS FOR

# STABILITY

Policy Opinion Makers are at a crossroads in their perceptions of civil discourse, with nearly equal numbers believing dialogue will either improve or worsen.

### Stability Indicators

Futurecasting the State of Political and Civil Dialogue



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Redefining Audience Intelligence

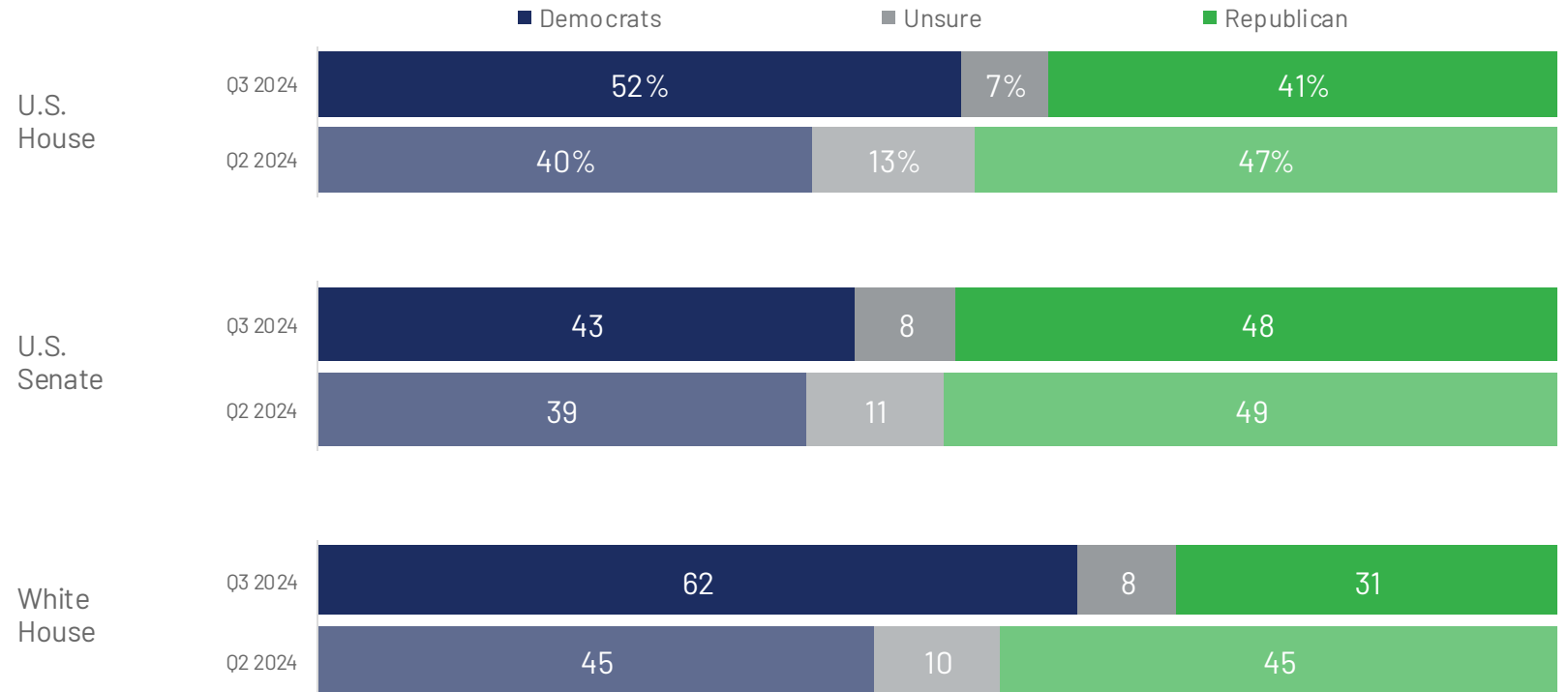
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## INDICATORS FOR POLITICS

U.S. Policy Opinion Makers have shifted their forecast on the election.

While the most significant shift occurred in perceptions of the Presidential race, notable changes are also seen in expectations for the balance of power in the House.\*

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

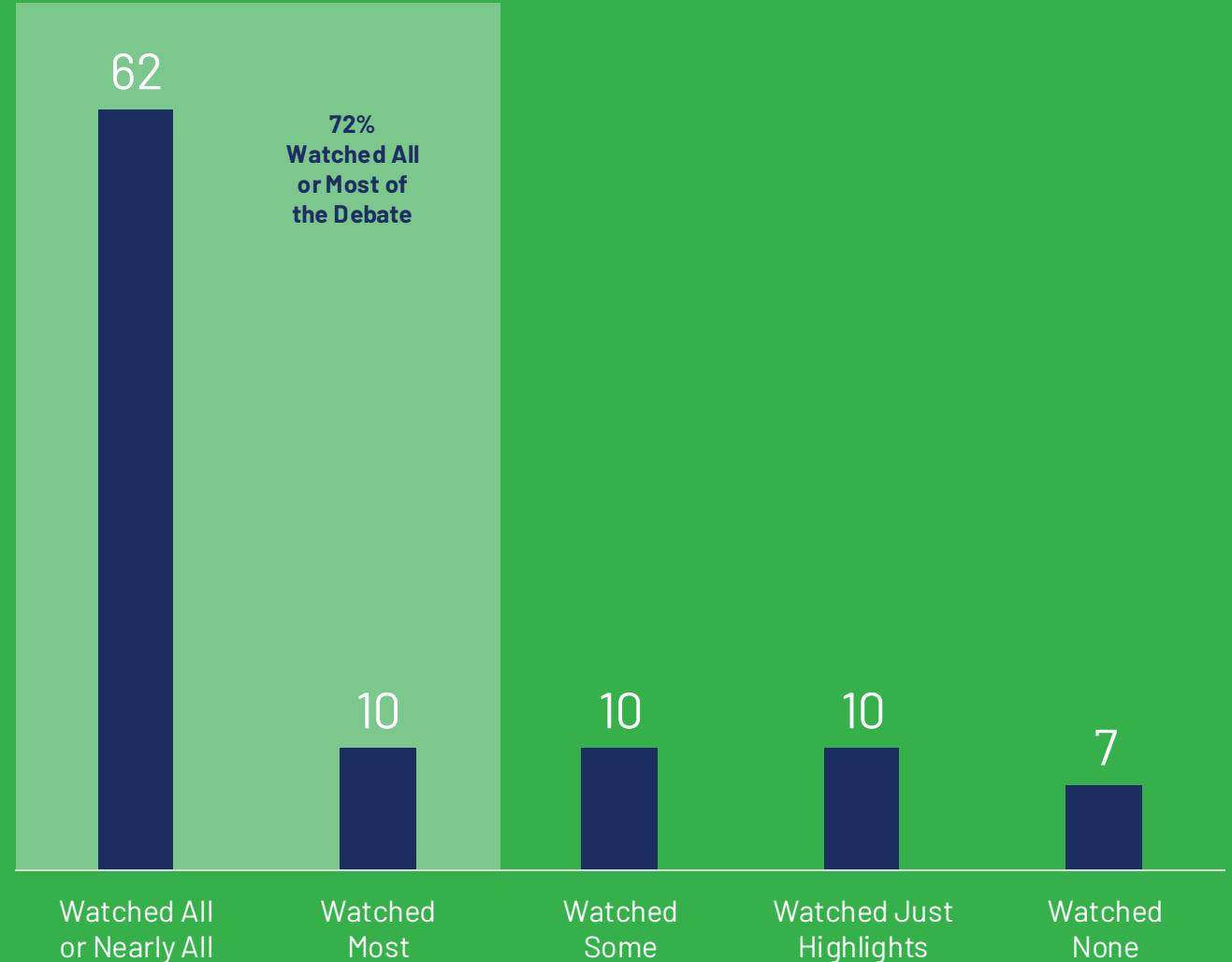


\*This is a stark contrast with data from the Summer Report which predicted GOP wins.

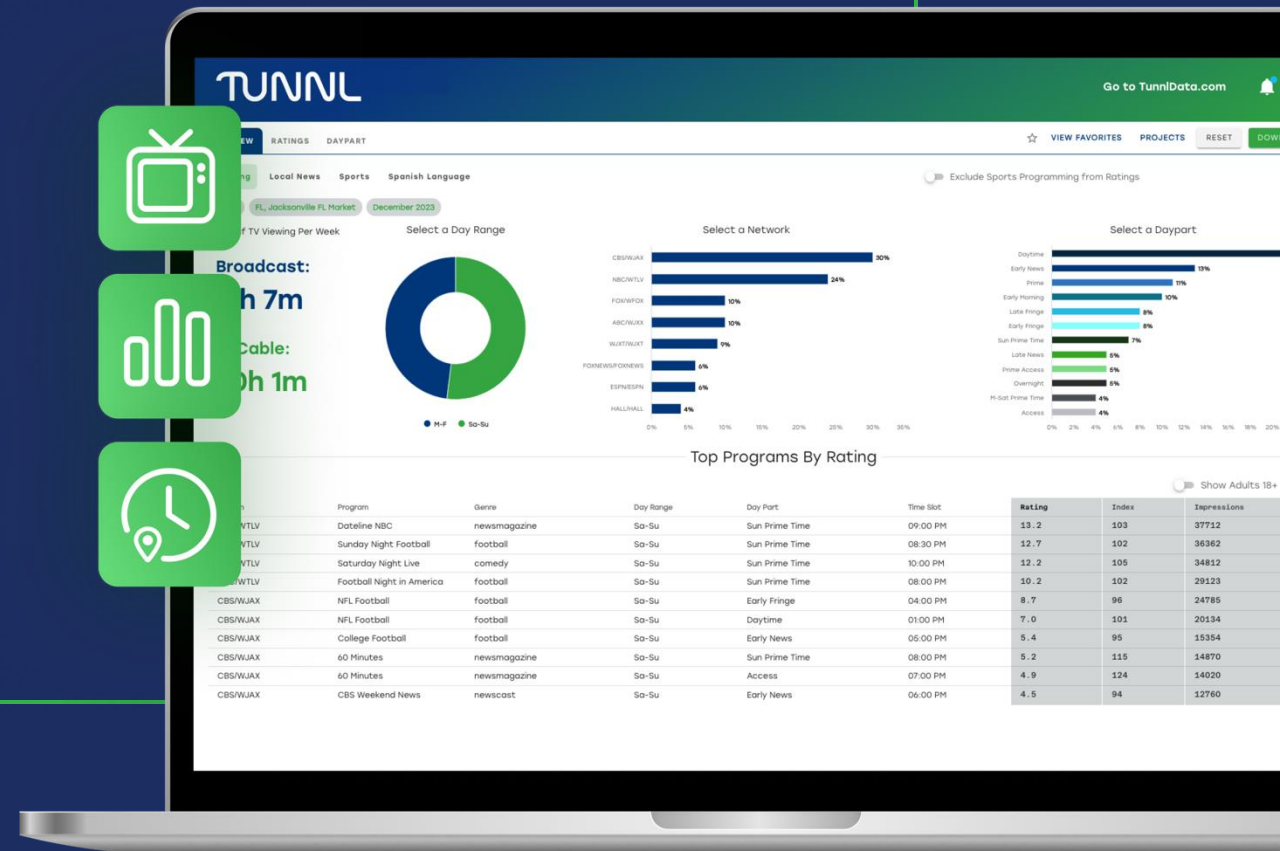
## INDICATORS FOR **POLITICS**

Just over 7 in 10 U.S. Policy Opinion Makers watched all or most of the debate between Trump and Harris. Including those that also watched some or caught highlights, 92% were engaged with debate content in some way.

Viewers opinions on who won the debate was clear: **71% said Harris won the debate.**



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.





## Tunnl's vision is simple.

We are creating a future where artificial intelligence facilitates meaningful connections between brands and their stakeholders.

This starts with building the best audience intelligence solution that empowers organizations to identify their key audiences, understand their attitudes, pinpoint the most effective communication channels, and generate real-time insights into evolving perceptions. Learn more and request a demo at [tunnldata.com](https://tunnldata.com).

