



ENDEAVOR BUSINESS
INTELLIGENCE™



AFTER THE VOTE

PULSE SURVEY

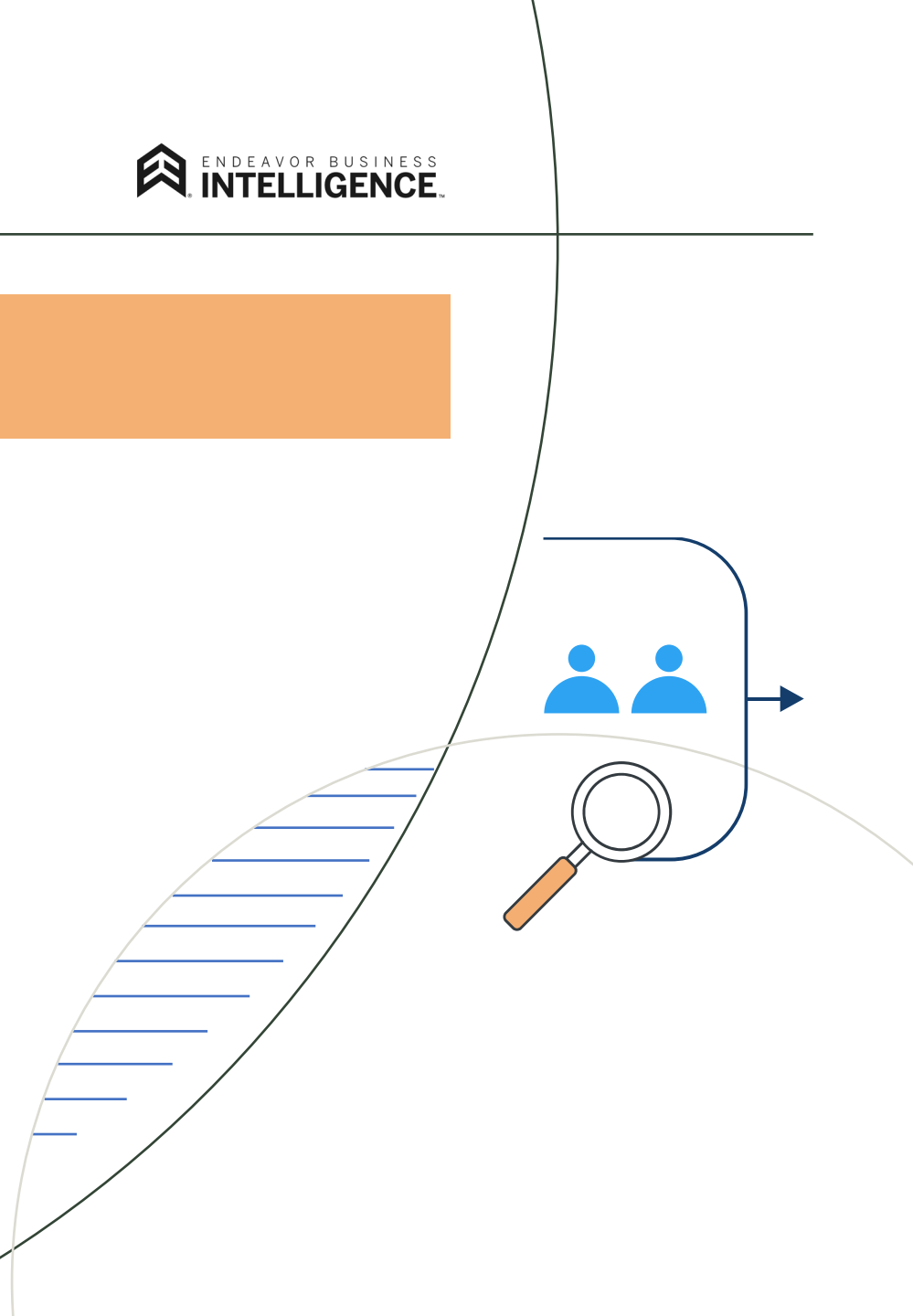
November 2024



METHODOLOGY

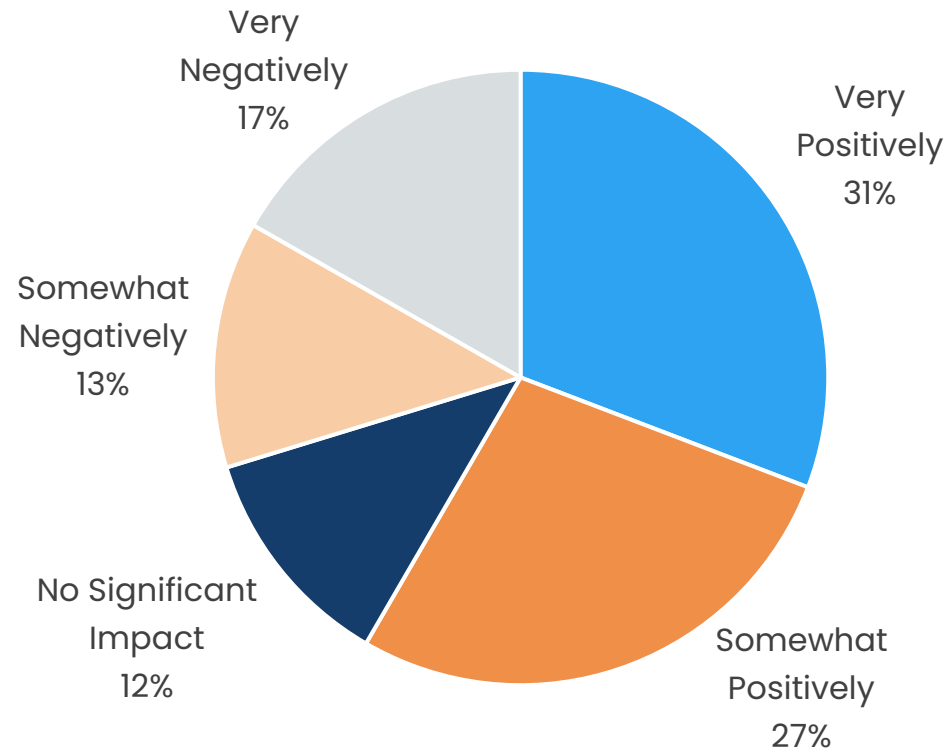
This EBI Pulse Survey was designed to quickly gauge market sentiment following the presidential election. We aimed to capture an immediate snapshot of how individuals feel about the vote and whether it is likely to influence their business plans. The survey was brief and focused solely on quantitative questions to gather fast, actionable insights during a one-week period in November 2024.

The data was analyzed to explore potential correlations between sentiment toward the election and anticipated changes in business behavior. This rapid analysis from over 160 respondents provides a clear, concise picture of how the market is feeling in the immediate wake of the presidential election.





How do you expect the results of the 2024 presidential election to impact your business over the next 12 months?



OPTIMISM PREVAILS

A combined 58% of respondents anticipate a positive impact on their business over the next year following the 2024 presidential election, with 31% feeling “very positively” and 27% “somewhat positively” about the outlook. This optimism suggests confidence in potential economic and policy shifts, as businesses look forward to opportunities for growth and stability. Although 17% foresee a “very negative” impact, the prevailing sentiment leans hopeful, indicating that many business leaders are preparing to leverage favorable conditions in the year ahead.



What areas of your business do you anticipate being most affected by the election outcome? (Select all that apply)

■ Economic Growth and Stability

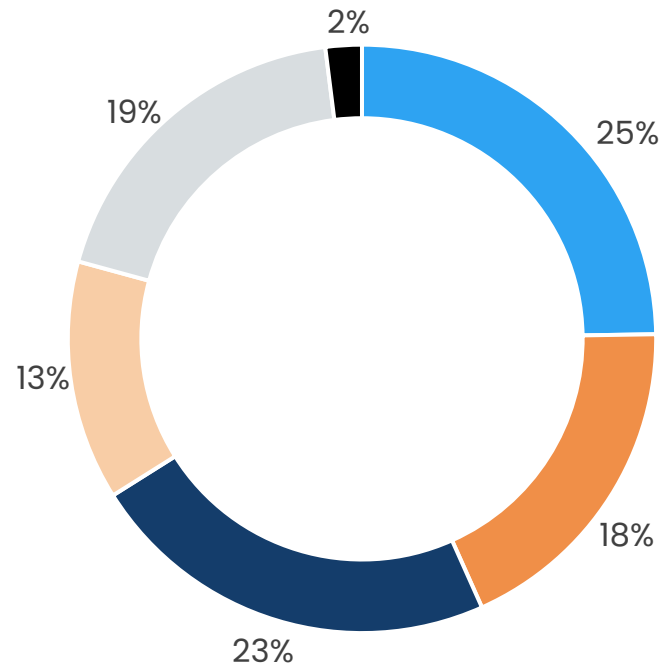
■ Regulatory Environment

■ Trade Policies and International Relations

■ Labor Market and Workforce Development

■ Taxes and Fiscal Policy

■ Other

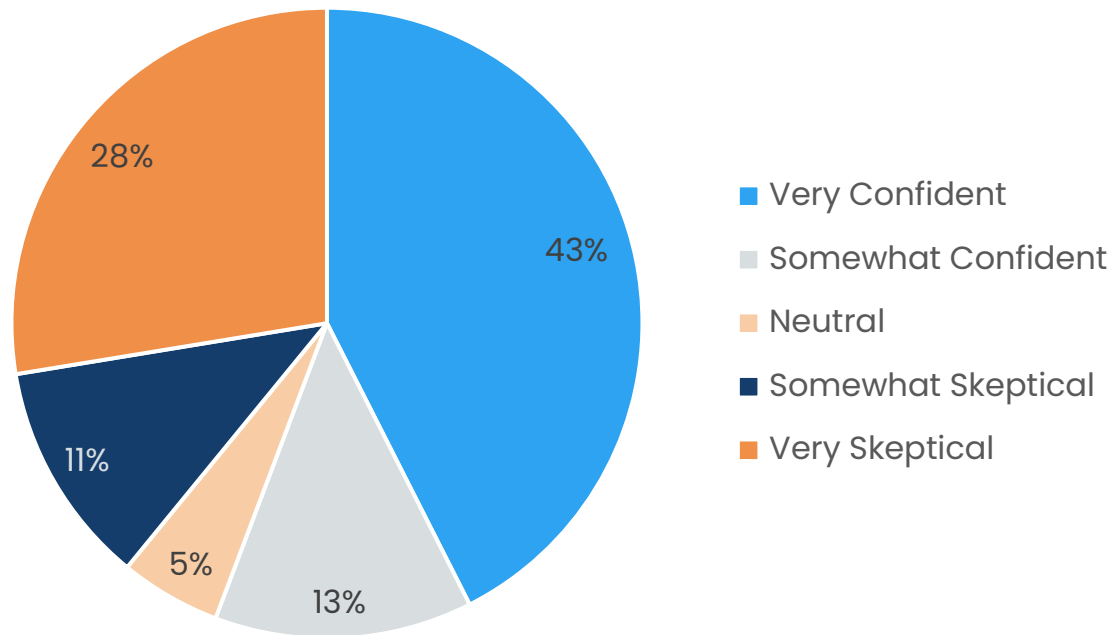


GROWTH, STABILITY & GLOBAL TRADE RELATIONS TAKE CENTER STAGE

Survey responses reveal that businesses are primarily focused on *Economic Growth and Stability* (25%) and *Trade Policies and International Relations* (23%) as areas likely to be most impacted by the election outcome. These areas of concern reflect expectations around potential shifts in market conditions and global trade dynamics. Regulatory changes and fiscal policy also weigh on respondents' minds, with 18% citing the *Regulatory Environment* and 19% identifying *Taxes and Fiscal Policy* as key factors. This data indicates that while businesses see opportunities for growth, they remain attentive to potential policy changes that could affect operational stability and international competitiveness.



Do you feel confident in the new administration's approach to handling key economic issues such as inflation, unemployment, and business regulation?

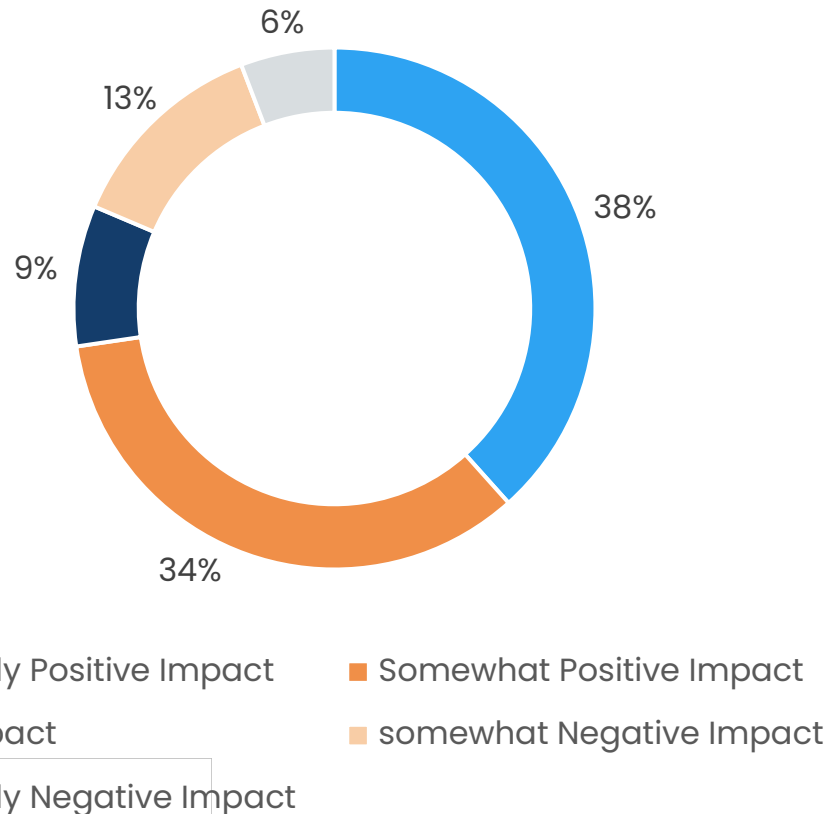


CAUTIOUS OPTIMISM

The survey shows a polarized outlook on the new administration's handling of economic issues, with 43% of respondents feeling "very confident" and 13% "somewhat confident." However, a notable 28% are "very skeptical," reflecting significant reservations among nearly a third of respondents. This divide indicates that while many anticipate positive economic management, a substantial portion of the market remains unconvinced, highlighting the need for early policy moves that build broader confidence in tackling inflation, unemployment, and business regulation.



To what extent do you think the election results will affect investor confidence and market conditions in the short term?



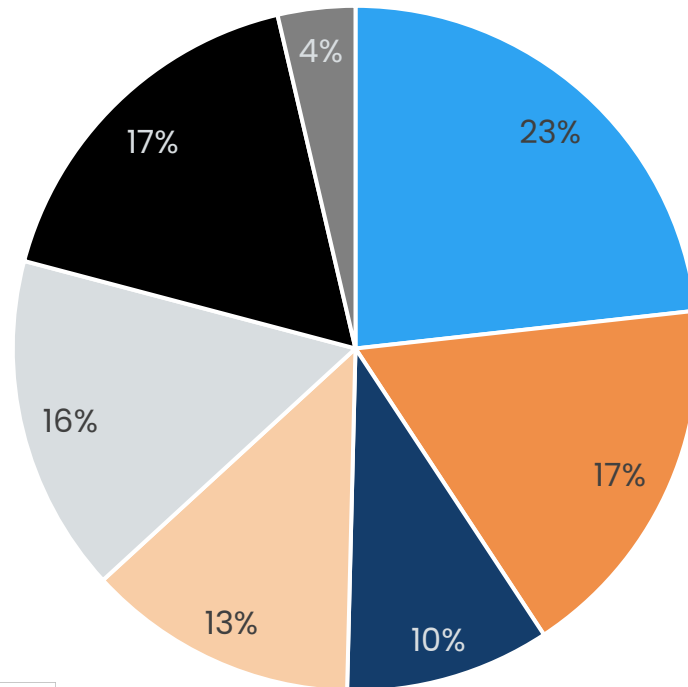
MARKET ANTICIPATES BULLISH INVESTMENT OUTLOOK

Survey results reveal strong optimism for short-term investor confidence and market conditions following the election, with 38% anticipating a “strongly positive” impact and 34% expecting “somewhat positive” effects. Only a small portion, 19%, foresee a negative impact. This sentiment suggests that investors are largely upbeat about the market’s resilience and potential growth opportunities under the new administration. The low expectation of negative effects highlights a prevailing confidence in economic stability, at least in the short term.



What are your top priorities as a business leader in response to the election results? (Select up to 3)

- Adjusting Long-term Strategy
- Revising Financial Forecasts
- Engaging with Policymakers or Industry Groups
- Addressing Potential Regulatory Changes
- Expanding or Reducing Operations Based on New Policies
- Strengthening Workforce Development or Hiring Plans
- Other



LEADERS FOCUS ON STRATEGY & FINANCIAL ADJUSTMENTS

In response to the election results, business leaders are prioritizing adjustments to long-term strategy (23%) and revising financial forecasts (17%). These top priorities reflect the need for forward-thinking planning amid potential policy changes. Additionally, 16% of respondents are focused on expanding or reducing operations based on new policies, and another 17% are addressing workforce development or hiring plans. This data underscores a strategic, adaptive approach as businesses navigate the post-election landscape, with leaders preparing for both market shifts and potential regulatory changes.