



# POLITICO & PURPLE STRATEGIES



Post-Election Survey: January 2025

# Research Overview

## GOAL

POLITICO and Purple Strategies collaborated to gather insights from the POLITICO Insiders panel on their expectations, perceptions, and priorities related to the post-election political landscape. The research focused on the administration's potential actions, policy priorities, and the anticipated impact on key issues.

## SAMPLE

- **Sample Size:** 460 responses
  - Subgroups analyzed:
    - Government (n=63)
    - Govt. Affairs / Nonprofits / Associations (n=160)
    - Professional Services (n=122)
- **Field Dates:** December 19<sup>th</sup>, 2024 – January 6<sup>th</sup>, 2025
- **Methodology:** Online survey, distributed via email to POLITICO Insiders, an exclusive, invite-only research community that brings together influential decision-makers at the intersection of government, industry, and policy.

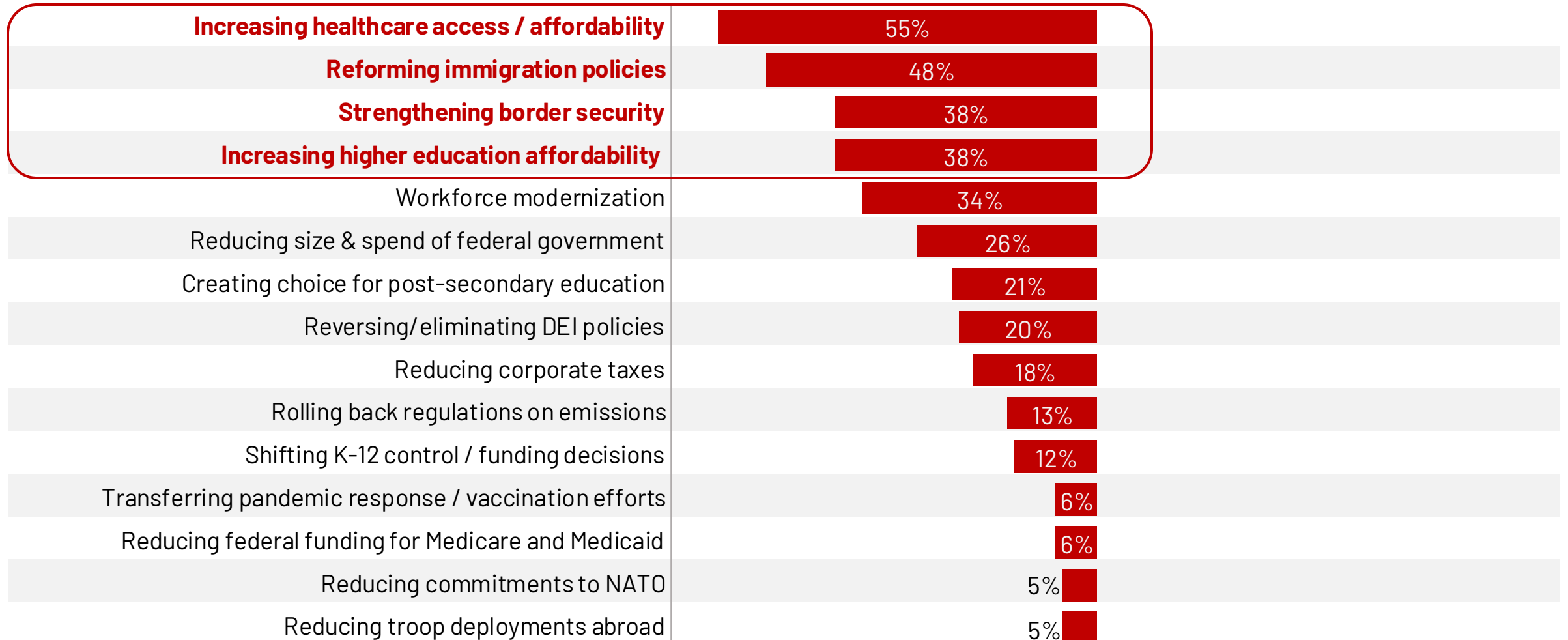


# Key Findings

1. Insiders identified **immigration reform** and **border security** as the most important and most likely priorities for the new admin's first year.
  - **Increasing healthcare access/affordability, higher education affordability, and workforce modernization** were also identified as important issues with a low likelihood to get attention in the first year.
2. Opinions regarding **TikTok's** future in the US are split, with half of Insiders agreeing it should be banned or forced to sell its operations in the US.
3. Three-quarters of Insiders believe domestic oil production should be **balanced** to avoid oversupply and potential damage to the US economy.
4. Nearly all Insiders agree the use of tariffs would have a **negative** impact on the US economy.
5. Two-thirds of Insiders support **stricter** AI regulation, even if it throttles growth of US tech companies globally.
6. Insiders—particularly those in government affairs, nonprofits, and associations—see **reforming insurance** and **addressing PBMs** as the most important priorities to lower costs for patients at pharmacies.

Insiders identified **healthcare access / affordability, immigration reform, border security, and higher education affordability** as the most important priorities for the new admin's first year.

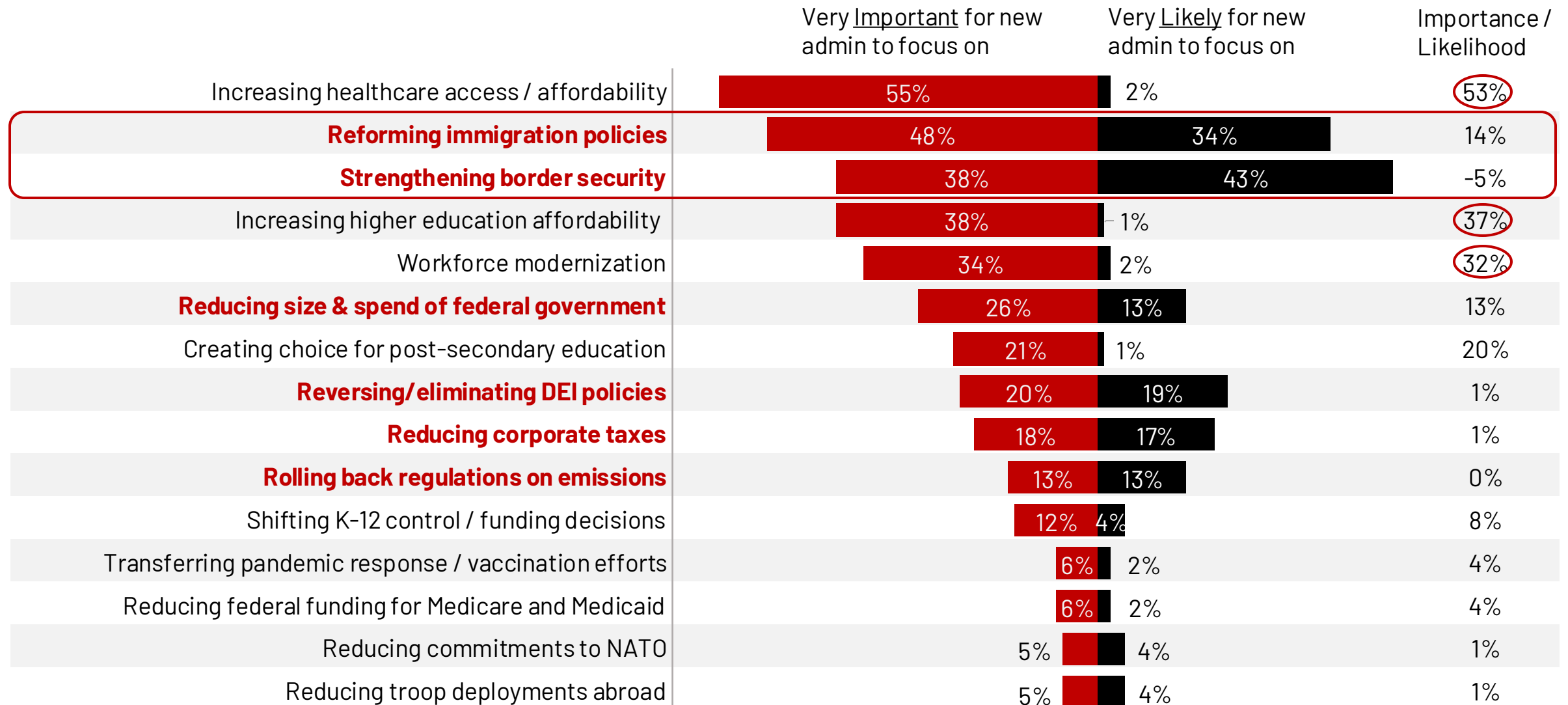
Very Important for new admin to focus on



Q: How important, if at all, is it for the new administration to focus on each of the following areas during its first year? | Base: Total Respondents (n=460)

Q: What is the likelihood that the new administration addresses each of the following in its first year? | Variable Base: Selected [ISSUE] as Important at Q1

Insiders identified **immigration reform** and **border security** as the most **important** and **likely** priorities for the new admin's first year.

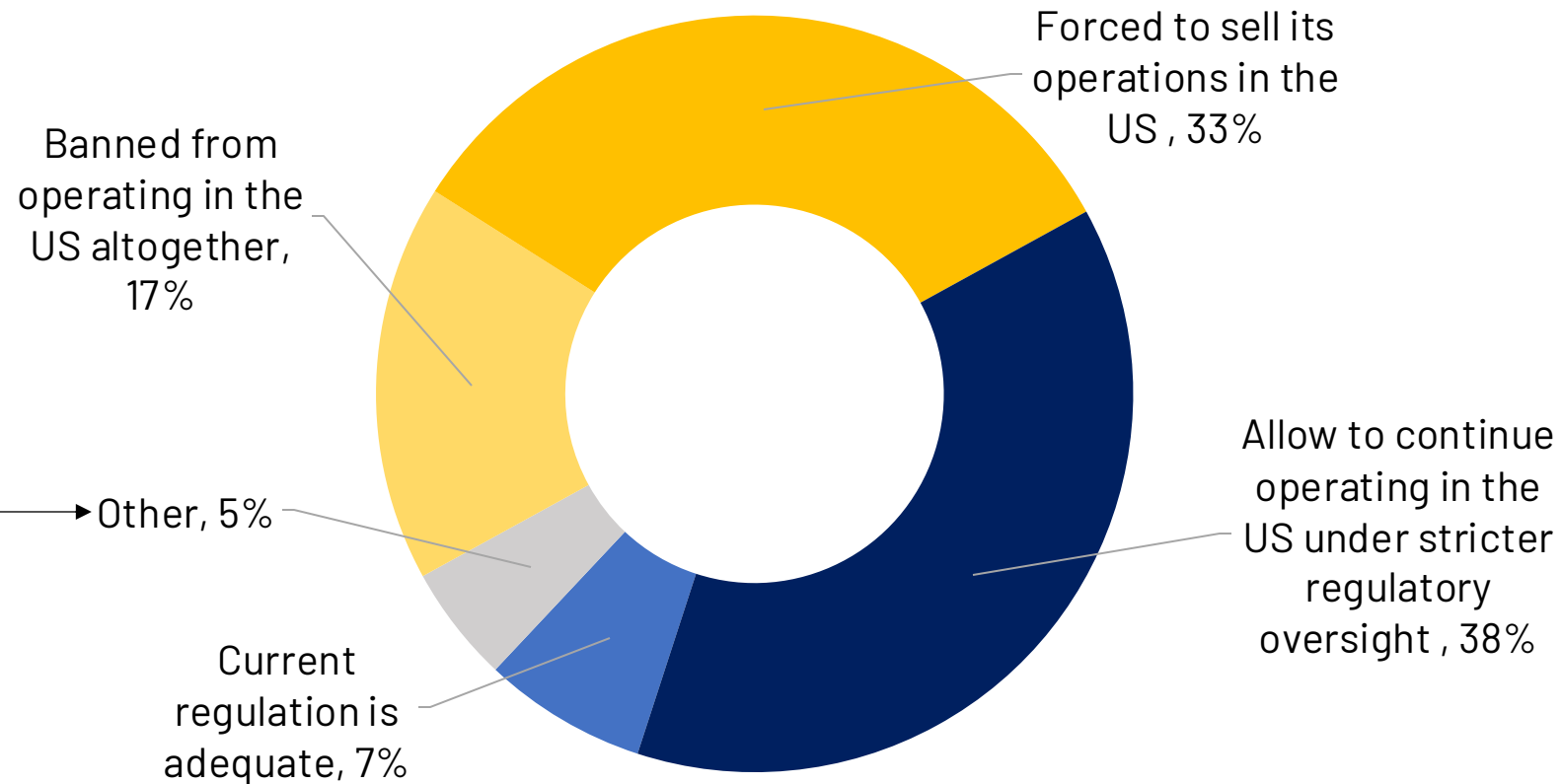


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50% of Insiders (across all sectors) believe **TikTok** should either be **forced to sell or banned** in the US.

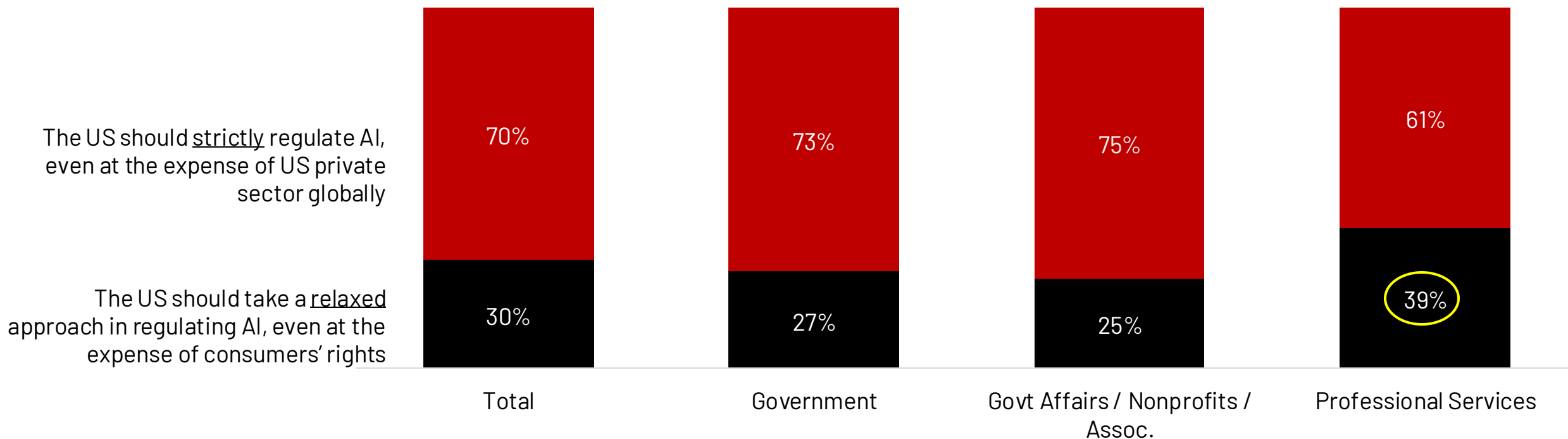
**Q: Which of the following best describes your stance on TikTok operating in the United States?**



Respondents indicated in the open-ends that TikTok should be: (1) treated like any other social media company or that it should be (2) regulated because of its negative impact on public health, like other social media companies.

Nearly three-quarters of Insiders **support stricter AI regulations** to protect consumers, even if it hinders growth of US companies globally. Those in professional services are more supportive of a relaxed approach.

**Q: Which of the following aligns closest with your views regarding AI regulation?**



Insiders view **health insurance reform** and **Pharmacy Benefit Manager regulation** as the best way to lower costs for medicines at the pharmacy.

**Q: Which of the following would you like to see the new administration/congress prioritize to help lower what patients pay for medicines at the pharmacy? Select one.**

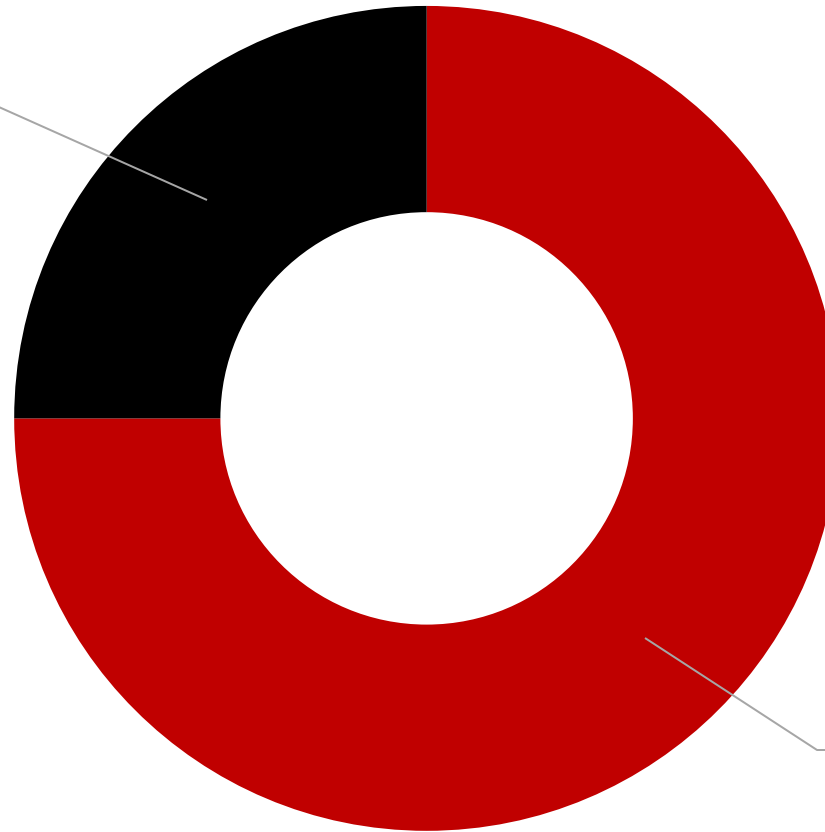
		Variance (by Sector)	Govt. (n=63)	Govt. Affairs/ Nonprofits /Assoc. (n=160)	Prof. Services (n=122)
Reforming insurance	28%	6%	25%	31%	25%
Addressing Pharmacy Benefit Managers (PBMs)	28%	11%	19%	28%	30%
Allow prescription drug imports	18%	5%	21%	18%	16%
Address medicine list prices	9%	9%	13%	9%	9%
Congress sets prices for Medicaid / Medicare medicines	8%	4%	13%	8%	8%
Reform America's patent system	3%	2%	2%	3%	4%
None of these	6%	6%	8%	4%	8%



Three-quarters of Insiders agree **oil production should be balanced**—opposed to maximized—to avoid oversupply and potential damage to the US economy.

**Q: Which of the following aligns closest with your views regarding domestic oil and gas production?**

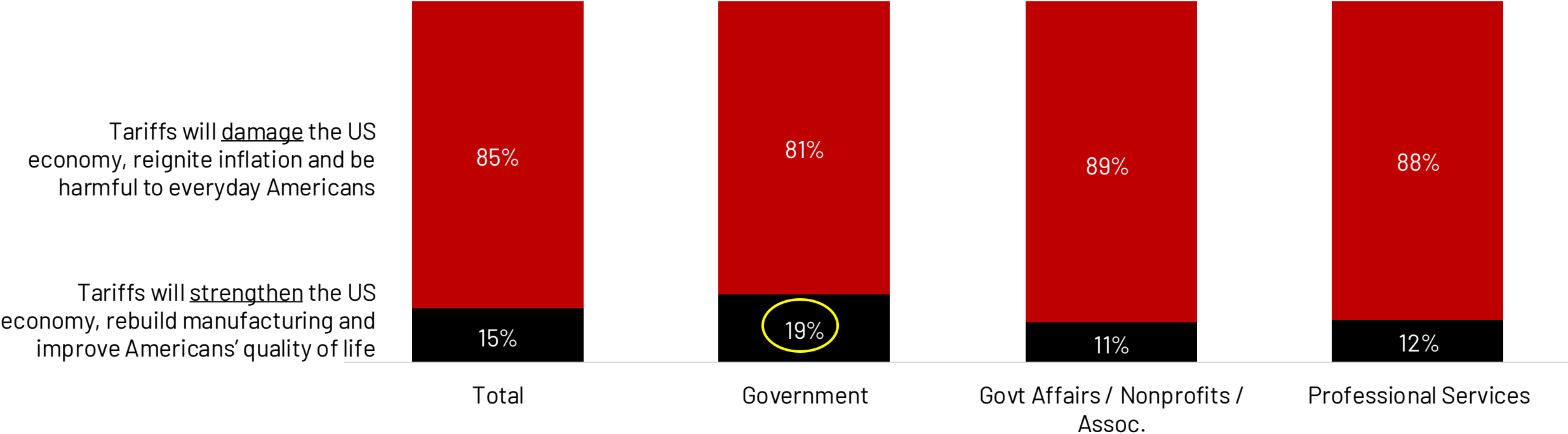
Maximize oil and gas production to ensure energy independence, 25%



Balance production with oversupply to avoid damaging the US economy, 75%

Nearly all Insiders agree the threat of **tariffs will damage the economy** and cause inflation for everyday Americans. Those in government are slightly more supportive of using tariffs.

**Q: Which of the following aligns closest with your views regarding imposing tariffs on imports?**



Base: Total Respondents (n=460)

Beyond the issues mentioned, Insiders would like to see the new Congress focus on **budgeting/debt reduction, climate change, and institutional reform.**

**Q: In your opinion, what issues should the new Congress focus on that may not currently be receiving enough attention?**

**BUDGET  
REFORM &  
DEBT  
REDUCTION**  
~8%

*"Fiscal stability; getting out of the doom-loop CR cycle; protecting the integrity of federal agencies and resisting their transformation into partisan cudgels; protecting key constitutional pillars, especially 1A guarantees, from the executive and the judiciary." – **Founder/Owner, Professional Services***

*"Reducing government spending until the budget is balanced and keep it that way with a balanced budget amendment." – **Executive, Professional Services***

*"Balancing the budget and reducing the national debt."  
– **Founder/Owner, Government Affairs***

**GOVT. &  
INSTITUTIONAL  
REFORM**  
~7%

*"The inability of Congress to get things done in an orderly way. Nearly everything which any of the 4 caucuses advance is an occasion for partisan (or intraparty) warfare. When an opportunity arises to compromise, the product is bloated and harmful to the nation." – **Founder/Owner, Professional Services***

*"Oversight. Congress needs to focus more time and effort on oversight to learn what various federal programs are, their mission, and their accomplishments and then begin prioritizing them."  
– **Executive, Professional Services***

*"Supreme Court ethics reform, election finance reform, the use of social media for foreign elections interference." – **Manager, Government Affairs***

**CLIMATE  
CHANGE &  
ENVIRONMENTAL  
PROTECTIONS**  
~8%

*"Climate mitigation and adaptation through investment in green energy and stronger regulatory controls on carbon pollution. Biodiversity conservation through greater investment in habitat protection and restoration, as well as strengthening endangered species protections."  
– **Seniority Unknown, Government Affairs***

*"Climate change and extreme weather. We must help communities prepare for the rise in extreme weather events, including wildfires, drought, floods, heat waves, smog alerts."  
– **Founder/Owner, Government Affairs***

*"Environmental Legislation being passed at the state level that conflicts with federal policy."  
– **Manager, Government Affairs***

Insiders also cited **defense modernization/oversight** and **housing affordability/home insurance** as focus areas for the new admin.

**Q: In your opinion, what issues should the new Congress focus on that may not currently be receiving enough attention?**

**DEFENSE  
MODERNIZATION  
& OVERSIGHT**  
**<5%**

*"Strengthening the U.S. defense industrial base. It is imperative for the United States to regain at least part of its manufacturing prowess, revitalize its defense industrial base, and maintain and expand its lead in key technologies."*

**- Executive, Employment Sector Unknown**

*"Reforming and reducing waste in the Department of Defense. We are wasting approximately \$200 billion a year." - **SES or Equivalent, Government***

*"Re-aligning Dept of Defense spending to respond to the changes in international alliances and threat levels. More can be done with less than the current funding level of \$800 billion+ a year."*

**- Founder/Owner, Professional Services**

**HOUSING  
AFFORDABILITY &  
HOME INSURANCE**  
**<5%**

*"Housing supply - most areas of the country need increased housing supply at all levels (from affordable rental at 30% AMI to \$1 million+ homes for sale) to stabilize rent and home prices and get more Americans housed at the level they can afford. This was a talking point for both Presidential campaigns and in many campaigns for both political parties. It is low-hanging fruit ripe for compromise at all levels of government. The key is to keep the solutions focused on supply and not create new demand-side incentives for homeownership (like Biden has proposed)."*

**- Executive, Professional Services**

*"Climate change and its economic effects on consumers in the form of higher insurance premiums. This looks to be the next barrier to home ownership after the housing shortage."*

**- Executive, Professional Services**

*"Helping make housing affordable."*

**- Founder/Owner, Professional Services**

**Thank you!**

